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04 NEWS FROM EMEA

With 20 percent of the world's global retail sales of licensed merchandise coming from Western Europe, EMEA is making headlines with its deals, driving the business of licensing forward in all categories. Read inside for news from the U.K. and around Europe.

20 BRAND LICENSING EUROPE: ARE YOU READY FOR LONDON?

Nearly two decades in, BLE is kicking off Oct. 10-12 and is stronger than ever. We'll see you there.

10 MARKET REPORT: EMEA

Here's a snapshot of the current economic situation in some of the most influential European markets: Germany, the U.K., France, Italy and Spain.

14 THE GAMING INDUSTRY LEVELS UP

The video game industry is moving into crossover content and creating an entirely new way for brands to reach consumers and further expand their IP.

18 PLAY IT FORWARD

With global retail sales of more than $25 billion in 2016, sports licensing is big business, and some of the world's biggest sports franchises are looking to grow that number even more.

BRAND LICENSING EUROPE INFORMATION

24 BLE EXHIBITOR PREVIEW

40 THE LICENSING ACADEMY

41 THE BLE LIVE STAGE AND SEMINAR THEATRE

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News From the EMEA Region

With 20 percent of the world's global retail sales of licensed merchandise coming from Western Europe*, EMEA is making headlines with its deals, driving the business of licensing forward in all categories. Read on for news from the U.K. and around Europe.

WBCP Taps Rachel Wakley as GM

Warner Bros. Consumer Products U.K. and Ireland has appointed Rachel Wakley to serve as the company's general manager.

In her new position, Wakley will be responsible for leading the U.K. and Ireland consumer products team, as well as promoting the company's cross-category plans across retail, managing and developing a robust portfolio of brands and licensees.

Wakley joins WBCP U.K. from Tesco, where she most recently served as head of licensing. Prior to Tesco, Wakley held a variety of commercial positions at Paramount Pictures, Coca-Cola Enterprises, Upper Deck International, Disney and Activision Blizzard.

"Rachel's vast experience and business acumen mean that she is ideally placed to take up our passion for retail and drive to continue producing best-in-class product," says John Stanley, executive vice president and managing director, Warner Bros. Home Entertainment Group U.K., Ireland, Spain and Nordics, and Julian Moon, senior vice president, WBCP EMEA. "She has a great track record for handling big-name brands and building relationships with the biggest companies in the industry, and we're delighted to welcome her to the team."

Topps is Trading on *Star Wars*

Collectibles company Topps has launched a brand-new trading card collection based on the *Star Wars* universe and the next film installation in the franchise, *Star Wars: The Last Jedi*.

Journey to *Star Wars: The Last Jedi* includes more than 200 collectible cards that feature new characters, planets, spaceships and stories from the film, which is set to hit theaters in December.

"We are really excited for the release of our brand-new *Star Wars* collection, Journey to *Star Wars: The Last Jedi*. This exciting collection is sure to be an instant hit with collectors and moviegoers of all ages, as it is a great introduction and teaser to the upcoming film released in cinemas this winter," says Louise Ramplin, head of entertainment and marketing, Topps.

The collection will include stylized artwork, fun facts and character biographies, as well as heroes and iconic moments from past films. The new series includes limited edition cards and foil cards.

Emoji Picks Up Two Global Agents

The Emoji Company has appointed two new licensing agents–ELC and Clap Licensing & Promotions–to further extend the emoticon brand in multiple markets worldwide.

ELC has signed on to manage the property in Poland, Hungary, Czech Republic, Romania, Ukraine and the Baltics.

Meanwhile, Clap Licensing & Promotions will represent Emoji in Central America and the Caribbean.

"We are happy having entered into these new partnerships," says Marco Hueseges, chief executive officer and founder, The Emoji Company. "Both ELC and Clap Licensing & Promotions are industry experts and have a long-lasting expertise in managing well-known properties. It is inevitable for us to be managed by local experts in any region to exploit the universal year-round potential of the official Emoji brand and its popular content."

* Source: the LIMA Annual Global Licensing Survey 2017 report

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‘The Deep’ Explores Sea Life with DHX, Technicolor and Merlin

Technicolor and Merlin Entertainments Group have joined forces to create a series of entertainment experiences based on the animated series “The Deep” at more than 20 Sea Life aquariums in the U.K. and Germany.

The new, themed aquarium events will enable children to solve the secrets of “The Deep” by navigating each of the aquarium’s various zones for clues to become a Junior Nekton. “The Deep Sea Life” aquarium events kicked off in August in the U.K. and will run through November at multiple locations, with the German market events set to launch in October.

To coincide with the Sea Life promotion as well as the season two launch of the series, DHX Interactive has released the first mobile game based on the show. “The Deep: Sea of Shadows” is now available on the App Store and Google Play in multiple territories and will see players help the Nektons unravel the mystery of a strange dark ink corrupting the sea.

“When fans connect with a property as they have with ‘The Deep,’ they want to be involved in it across many areas,” says Pam Kunick Cohen, head, brand management, licensing and merchandising, Technicolor. “We can’t think of a better way to kick off the show’s new season and get fans engaged with the brand in an authentic way than with our promotion at Merlin Entertainments’ Sea Life aquariums.”

“The Deep” follows the adventure of the Nekton family–a team of underwater explorers–as they explore the depths of the ocean and the secrets it holds.

Technicolor currently manages “The Deep’s” brand licensing program with CPLG and serves as the multi-territory licensing agent in North America, EMEA (excluding Germany) and Latin America.

“The underwater adventures of ‘The Deep’ continue to thrill kids and families, and we’re delighted to be part of the show’s global success,” says Ken Faier, senior vice president and executive producer, content, DHX Media. “We’re confident that these new Sea Life entertainment experiences, coupled with the release of the first mobile game, will keep audiences wanting more of the ‘The Deep’s’ Nekton family.”

PepsiCo Renews with IMG

PepsiCo has renewed its licensing representation agreement with IMG for the Pepsi, 7Up and Mountain Dew brands throughout Europe.

Since partnering in 2015, IMG has secured a raft of fashion licensees, including Poetic Brands, Fipo Group and Horizonte Galego, that have released products at retailers like ASOS, Topshop, Primark, H&M, Bershka, Bik Bok and Zara.

Several licensees are slated to debut new apparel collections for the beverage company this year, including Etam Group-owned Undiz for a direct-to-retail line and streetwear brand JunkYard for collections in Italy and Scandinavia.

In 2018, PepsiCo will release licensed apparel lines with Brand Design across Europe, Sabor in Italy and Carbotex and LLP’s retail stores throughout Eastern Europe.

Other categories for the beverage brand include Amber House for lip balms, Helix Trading for stationery and The Original Metal Sign Co. for metal signs, all of which will be available in the U.K. and Ireland.

“We are pleased to extend our relationship with PepsiCo following a successful two-year run of signings,” says Matthew Primack, senior vice president, IMG. “With a carefully considered strategic approach targeting Millennials, we have expanded the brands’ licensing program across Europe. We look forward to continuing to build PepsiCo’s flourishing fashion-forward apparel portfolio as well as extending into other brand-relevant categories.”

eOne Extends Top Brands in the Nordics

Entertainment One has unveiled a series of on-air and retail partnerships to further grow its preschool series "Peppa Pig" and "PJ Masks" in the Nordic territories.

"Peppa Pig" currently airs across four broadcasters in Norway (NRK), Denmark (DR), Finland (YLE) and Sweden (SVT). The brand also has an established publishing program in Finland and Norway with publishers Otava and Gyldendal; however, the first titles in Denmark from Forlaget Alvilda are set to rollout later this year. Additional categories set to launch in the Nordic region for "Peppa" include puzzles and games from Clementoni, Amo and Barbo Toys; plastic bead sets from Hama; and nightlights from Bjørna.

Meanwhile, "PJ Masks" launched on SVT in Sweden earlier this year and airs multiple times daily. eOne will also bolster its current audience reach next month when Fox begins airing the series in Finland. On the consumer products side, the brand's first product lines are set to launch this fall. New partners include Skybrands for apparel and home textiles; Clementoni for puzzles; Euromic for back-to-school; Procos for partyware; Stor for tableware; Amscan for carnival costumes; and Bjørna for nightlights. eOne is also currently in negotiations for books and a standalone magazine in Denmark and Sweden.

Furthermore, Plus Licens represents the consumer products programs for both brands and will introduce new categories across the region in 2017.

"We are deeply committed to strengthening the licensing success of 'Peppa Pig' and 'PJ Masks' across Northern Europe and we look forward to working with our partners there to make these beloved preschool properties a big success across the region," says Ami Dieckman, head of international licensing, eOne.

Smiley Jogs into Athleisure Apparel

Smiley has teamed up with leisure brand Sweetpants to develop a branded capsule collection of sports-inspired apparel and leisurewear.

The collaboration features an array of all-over and bold icon prints on an assortment of apparel separates, including joggers, jersey shorts, trucker caps and more.

"Sweetpants is currently the most interesting brand for developing leisure products and in particular jogging bottoms in Europe and is being bought by a very cool crowd," says Nicolas Loufrani, chief executive officer, Smiley. "We are very happy to bring our Original Smiley logo onto their products. This is part of our strategy to develop the distribution of our products in boutiques which is where we reach the young people who make the trends and expand our athleisure offering."

The Smiley-branded athleisure collection is now available at numerous Sweetpants locations and department stores across France, as well as online at Sweet-Pants.com.

Coolabi Names New Licensing Manager

The Coolabi Group has appointed Hannah Stevens to serve as its new retail and licensing manager.

In her new position, Stevens will be responsible for building retail partnerships and delivering bespoke retail promotions and product ranges across Coolabi's portfolio, which includes such properties as *Beast Quest*, "Clangers," *Poppy Cat* and "Scream Street." She will also identify and develop licensing programs for various categories including publishing, gift, homewares and live events.

Previously, Stevens was the business development manager for retail at CPLG. She was also recently nominated for the 2017 LIMA U.K. Rising Star Award.

"We are delighted to be welcoming Hannah Stevens to Coolabi," says Valerie Fry, director, licensing, The Coolabi Group. "She has a proven track record of success and experience in both the licensing and retail sector, which will be invaluable to us, and we are looking forward to her driving our licensing partners to even more business opportunities."

H&A Launches Kendra Dandy Beauty Range

York, England-based health and beauty supplier H&A has launched a new range, Bouffants & Broken Hearts by Kendra Dandy, in a deal brokered by licensing agency Start Licensing.

Hitting retail this month, the Bouffants & Broken Hearts range includes several products such as the Freshen Up! Collection, which has body lotion, mini mist spray and watermelon bath confetti; a cosmetic bag; and a Match Your Matte lip and nail kit.

"We're very excited about the Bouffants & Broken Hearts range and know it will be a huge hit with the young female demographic, which is all about being bold, individual and standing out," says Holly Humphreys, licensing and marketing manager, H&A. "H&A's young female portfolio is ever expanding, and we're very excited about the addition of the fabulous Kendra Dandy's Bouffants & Broken Hearts range. We're very proud to be the brand's trusted partner and look forward to seeing the reaction from consumers as the products hit stores."

The collection will hit Sainsbury's shelves this month.

Studio 100 Names 'Maya the Bee' Master Toy Partner

Studio 100 and Planeta Junior have appointed Giochi Preziosi to serve as the master toy partner or the children's brand "Maya the Bee."

Through the agreement, Giochi Preziosi will handle the manufacturing, distribution, promotion and marketing for its upcoming toy lines across Italy, France, Spain, U.K., Portugal and Greece, among other countries. The extensive toy range is scheduled to debut in fall 2018 and will include key categories such as figurines, play sets, role play and plush.

"We are honored to be named the master toy licensee for 'Maya the Bee,' a great preschool brand," says Graziano Delmaestro, licensing director, Giochi Preziosi. "We are confident that the range will be a huge hit with all the 'Maya' fans across the world, especially thanks to the great content, constant news and long-term development until 2020."

The upcoming season of "Maya the Bee" will be aired heavily on major international networks such as Gulli, Tiny Pop and RTP, among others. "Maya the Bee" will also be returning to the big screen in 2018 for the global launch of *Maya the Bee Movie–The Honey Games*, with plans for a third movie in 2020.

"We are very proud to be working with Giochi Preziosi as their products are renowned for strong play value, creativity and innovation," says Christophe Drevet, international consumer products director, Studio 100. "This agreement will add even more sales and marketing power to the brand. We are confident the range will capture the essence of 'Maya's' character and fully engage the fans of yesterday and tomorrow."

Activision Boxes Up 'Call of Duty' Deal

Activision has teamed up with Loot Crate to launch a limited edition mystery crate inspired by the upcoming video game "Call of Duty: WWII."

The one-time only mystery crate will include a score of exclusive "Call of Duty: WWII"-themed merchandise spanning apparel, gear and other collectibles.

"We are thrilled to develop this exclusive 'Call of Duty: WWII' Limited Edition Crate with Activision and can't wait to share it with all the fans excited about 'Call of Duty' returning to its roots," says Chris Davis, chief executive officer, Loot Crate. "With a product of this unique caliber, we'll be able to engage with 'Call of Duty's' passionate fan base in new ways and offer a one-of-a-kind product and experience that takes their fandom to the next level."

The "Call of Duty: WWII" Limited Edition Crate will be delivered in December following the game's release on Nov. 3.

CBS Secures First 'Star Trek: Discovery' Partners

CBS Consumer Products has unveiled a slate of licensing partners to support the upcoming TV series "Star Trek: Discovery," which will beam onto airwaves Sept. 24.

"We are excited to bring the iconic world of 'Star Trek' back into fans' homes through this fantastic new series and new product collections," says Veronica Hart, senior vice president, CBS Consumer Products. "This impressive lineup of partners is just the beginning and fans can expect to see more as we prepare to beam up to the U.S.S. Discovery this fall."

New licensees for "Star Trek: Discovery" include:

- Simon & Schuster for a worldwide publishing program;
- IDW for comics;
- Titan Entertainment for souvenir magazines;
- Disruptor Beam for a mobile game update to "Star Trek: Timelines";
- Rubie's for costumes;
- Eaglemoss for die-cast ship models;

- Trevco for t-shirts in the U.S.;
- Anovos for replicas of the new Starfleet uniforms in the U.S.;
- Rizzoli for calendars in the U.S.;
- McFarlane for figures in the U.S.;
- QMX for prop badges and replicas in the U.S.;
- FanSets for pins in the U.S.;
- Gentle Giant for 3D replicas in the U.S.;
- Danilo for calendars in Europe;
- Pyramid for posters, prints and fan gear in the U.K.;
- Cotton Division for apparel and accessories in France; and
- Impact Rock for posters and prints in Australia.

The new products are set to debut this fall to coincide with the series' premiere.

MARKET REPORT: EUROPE

As Brand Licensing Europe (Oct. 10–12) approaches, here's a snapshot of the current economic situation in some of the most influential European markets: Germany, the U.K., France, Italy and Spain.

by SEAN MCGRATH

Europe has experienced political and economic instability in recent years, the likes of which has not been witnessed since World War II. The financial crisis of 2008 exposed unsustainable fiscal policies around the globe, and it was not long after that that a new crisis began to emerge–one that would shake the foundations of the European Union. In 2009, it came to light that Greece's debt amounted to 113 percent of its GDP. In the three years that followed, the reach of the European sovereign debt crisis widened to include Portugal, Italy, Ireland and Spain.

At the state level, this turbulence endures, and is further compounded by a range of political and macro-economic factors. From the U.K.'s decision to sever ties with the European Union and a real risk of Italy following suit, to a ferocious federal election in France, a political stalemate in Spain and a marked increase in terror attacks across the continent, the European bloc continues to face tremendous challenges.

On top of the political turmoil, the humanitarian crises in Syria, Afghanistan and Iraq have led to an influx of migrants seeking refuge inside the European Economic Area, and economists are still wrestling with what impact this will have in the coming months and years.

Yet despite this fragile environment, Europe is currently outperforming economic expectations and, in fact, is headlining global economic growth figures in 2017.

GDP data indicates that the European economy expanded 0.6 percent year-on-year in Q1, the best result in two years. Q2 data suggests the trajectory is set to continue into the second half of the year, with the composite Purchasing Managers' Index (an indicator of the economic health of the manufacturing sector) pointing toward the best quarter in more than six years.

Visit **Licensemag.com** for deeper analysis of each country in this report

Purchasing Power

Private consumption remains surprisingly resilient across the European economic area as a whole, bolstered by improving labor markets, low interest borrowing and a loosening of fiscal policy.

In 2016, private consumption expanded at its fastest pace since the financial crisis. While rising inflation is expected to temper purchasing power this year, private consumption across the continent remains relatively healthy.

Unemployment figures are also lending themselves to a positive economic outlook. Unemployment across the EU is expected to fall to 8 percent this year and 7.7 percent in 2018, which would be the lowest level since late 2008.

Germany

Germany is the largest economy in Europe by a significant margin and the fourth largest in the world, behind only the U.S., China and Japan. The nation saw GDP growth of 1.9 percent in 2016, making it the fastest-growing economy among the G7 states (Canada, France, Germany, Italy, Japan, the U.K. and the U.S.)

Supported by robust employment levels, strong private consumption, a healthy construction sector and steady exports, Germany is expected to maintain its momentum throughout 2017.

Despite largely positive data, there is a downside in the form of policy uncertainty. In September, Germans will take to the polls to elect a new government.

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GERMANY KEY STATS				
KEY INDICATORS	2015	2016	2017	2018 (ESTIMATED)
GDP Growth (YOY %)	1.7	1.9	1.6	1.9
Inflation (YOY %)	0.1	0.4	1.7	1.4
Unemployment (%)	4.6	4.1	4	3.9

Source: European Commission

Chancellor Angela Merkel's open arms policy on refugees proved hugely unpopular and opened the doors to the rise of far-right politics. This, combined with Brexit and Donald Trump's ascension to president of the U.S., put populism front and center in Germany.

However, in the wake of Emmanuel Macron's decisive presidential victory in France, Merkel's conservative coalition–the Christian Democratic Union and the Christian Social Union–is leading in the polls by a significant margin, and the markets don't seem overly concerned about the prospect of a far-right government.

United Kingdom

The economic picture in the U.K. has become almost entirely defined by Brexit, and until negotiations with the EU are complete, this is unlikely to change.

While some of the pessimistic, short-term predictions have been silenced with a surprisingly resilient economy, there are many signals that may be cause for concern.

The value of the sterling plummeted to a 31-year low in the hours following the referendum and has not recovered since. A year later and the pound is down roughly 10 percent against the dollar.

U.K. retailers are heavily dependent on imported goods, and an unwillingness to absorb these increasing import costs against a backdrop of stagnating wages has led to a sharp increase in inflation. The inflation rate ballooned to 2.9 percent in May, the highest spike in four years, and well above the Bank of England's target of 2 percent.

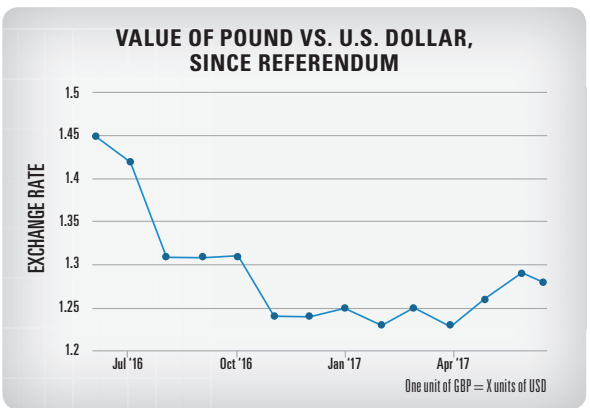
This in turn is affecting private consumption. GfK's Consumer Confidence Barometer shows the sharpest fall in consumer confidence in 21 years.

The European Commission expects business investment in the U.K. to stagnate as uncertainty continues to plague the economic landscape. However, the depreciation of the sterling will continue to fuel the export market, and the EC believes that the labor market will remain largely resilient this year.

Data just released shows that Britain's annual inflation rate actually slowed to 2.6 percent in June; still above the Bank of England's target, but a small ray of hope nonetheless, given expectations.

U.K. KEY STATS				
KEY INDICATORS	2015	2016	2017	2018 (ESTIMATED)
GDP Growth (YOY %)	2.2	1.8	1.8	1.3
Inflation (YOY %)	0	0.7	2.6	2.6
Unemployment (%)	5.3	4.8	5	5.4

Source: European Commission



France

France's economy has been growing steadily since the 2008 financial crisis. The country saw GDP growth last year of 1.1 percent, and the rate of job creation increased by 70,000 in Q4 2016, the fastest rate since 2007. Modest but steady economic progress has been mirrored in the retail industry, which grew by 2 percent in both 2015 and 2016.

A series of geopolitical and macro-economic events have affected France's economy since the financial crisis.

In the months leading up to the recent federal election, consumer confidence was severely weakened. However, Macron's victory, combined with a landslide majority in Parliament, seems to have had a stabilizing effect on the markets, and pundits are hopeful that this confidence will trickle down to private consumption.

Economic activity is forecast to continue a gentle upward trajectory this year, with an uptick in

FRANCE KEY STATS				
KEY INDICATORS	2015	2016	2017	2018 (ESTIMATED)
GDP Growth (YOY %)	1.3	1.2	1.4	1.7
Inflation (YOY %)	0.1	0.3	1.4	1.3
Unemployment (%)	10.4	10.1	9.9	9.6

Source: European Commission

exports fueling growth. Unemployment is expected to continue a gradual decline, and it is anticipated that the country's deficit will fall from 3.4 percent of GDP in 2016 to 3 percent in 2017. As with most major European economies, rising inflation will likely have a dampening effect on private consumption growth.

Italy

Italy is another country on the precipice of political and economic upheaval. The nation's center-right parties saw a strong turnout in June's local elections, giving an indication of how the national election, expected next spring, might play out.

The Five Star Movement, a populist party trying to force a referendum on membership in the EU, is polling well. There have been hints that the Five Star Movement might be willing to form an alliance with the fiercely anti-Euro Northern League, which makes the possibility of a Eurosceptic government a distinct possibility.

GDP is projected to grow by 1 percent in 2017 and 0.8 percent in 2018. This growth will be driven by rising global demand and the recent depreciation of the Euro. Business investment is strengthening, but public investment remains woefully low.

Private consumption remains robust but is projected to slow this year, due to weak job creation and growing inflation rates.

ITALY KEY STATS				
KEY INDICATORS	2015	2016	2017	2018 (ESTIMATED)
GDP Growth (YOY %)	0.8	0.9	0.9	1.1
Inflation (YOY %)	0.1	–0.1	1.5	1.3
Unemployment (%)	11.9	11.7	11.5	11.3

Source: European Commission

Spain

Spain spent the better part of 2016 in a political stalemate, with a caretaker government unable to legislate in any meaningful sense. The nation was on the verge of a third general election when the 10-month political deadlock came to an end with the Spanish Socialist Workers' Party agreeing to abstain in a confidence vote.

Despite the political turmoil, economic activity continues to exceed expectations. Spain closed out 2016 with a 3.2 percent year-on-year growth in GDP, well ahead of the European average.

Unemployment is set to continue declining at a slow but stable pace. Growth will likely ease in 2017 as private consumption is put under similar pressures seen across the European Economic Area.

SPAIN KEY STATS				
KEY INDICATORS	2015	2016	2017	2018 (ESTIMATED)
GDP Growth (YOY %)	3.2	3.2	2.8	2.4
Inflation (YOY %)	–0.6	–0.3	2	1.4
Unemployment (%)	22.1	19.6	17.6	15.9

Source: European Commission

Economic Recovery in the Future?

In the face of uncertain times, the overall outlook for the European Economic Area is surprisingly upbeat, but there are still hot spots of political and macroeconomic instability. In the Netherlands, a government has yet to be formed following recent elections; the U.K.'s Brexit negotiations continue to drive market uncertainty; and Italy's upcoming election is causing concern among other leading economies.

But for the most part, political uncertainty is subsiding across the European region. French President Macron has a decisive mandate to push through comprehensive economic reforms. In addition, Chancellor Merkel's coalition is the front-runner in polls for Germany's upcoming election. With support for populism subsiding across the bloc, investment and consumer confidence is slowly returning to the market.

Be sure to register now to attend Brand Licensing Europe, taking place Oct. 10-12 at Olympia in London, to get ahead of the curve in the consumer products market. ©

The Gaming Industry LEVELS UP

The video game industry is moving into crossover content and creating an entirely new way for brands to reach consumers and further expand their IP.

by ERICA GARBER

Video games have experienced a significant boom in recent years, with licensed retail sales growing 8 percent from 2015 to 2016 globally, according to the International Licensing Industry Merchandisers' Association's Annual Global Licensing Industry Survey 2017. While vying for consumers' attention, gaming companies today are turning to crossover content, experiential events, traditional licensed merchandise and more to bring their characters and franchises to broader audiences via new stories and avenues of fan engagement.

Beyond the Platform

One company that has successfully brought its properties beyond traditional console play is Level-5 abby, which boasts brands like "Yo-Kai Watch," "Layton's Mystery Journey" and "Inazuma Eleven." Simon Waldron, senior vice president, marketing and licensing, Level-5, cites the company's continued focus to create crossover content in categories such as anime and publishing as one of the reasons for each brand's success.

"From my own perspective, the video game is a story itself, and sometimes you forget it's a game because it's so immersive," says Waldron. "They're stories in their own right, and it's not too difficult to think about ways to place and tell those stories."

Most recently, Level-5 expanded its "Layton's Mystery Journey" franchise with a new mobile game, called "Layton's Mystery Journey: Katrielle and the Millionaires' Conspiracy," with plans to launch a slightly different version of the game on the Nintendo 3DS in early October. However, the company is presently focused on creating a variety of content for the series, ranging from animated products to experiential events. Earlier this year, for example, Level-5 ran a worldwide campaign, entitled Real World Puzzle Solving. During the event, a total of 50 puzzles popped up in famous locations throughout 10 countries and online via an official website and platforms like YouTube.

An additional "Layton" title is slated to launch in late summer 2018 to support the series.

Level-5 is also currently planning to reboot its classic video game property "Inazuma Eleven." The rebooted franchise, which is grounded in soccer (or football, depending on where you hail from in the world), will retell the original story in a slightly altered way and

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will be available on Nintendo platforms. As a sports-driven video game, Level-5 will aim to secure traditional licensing partners spanning apparel and footwear, as well as publishing. The company is also developing a suite of anime content to coincide with the game and is currently looking at additional digital elements such as digital stickers to tell the brand's story.

For "Yo-Kai Watch," Level-5 is currently preparing to premiere season three of the TV series, which will broadcast across Europe and North America in early 2018, and will be supported further by a raft of new toys, publishing and more. The company is also releasing a new "Yo-Kai Watch" video game this fall to coincide with stories from the upcoming season.

Additionally, Level-5 recently launched a new video game property in Japan, titled "Snack World." The new game features physical, collectible pieces that interact with the game by enabling new challenges, adding new powers and more. Looking ahead to 2018 and 2019, Level-5 hopes to introduce the brand to its European partners in order to develop a robust consumer products program similar to its model for "Yo-Kai Watch."

Meanwhile, in a move to further connect with its players, WildWorks, the company behind the popular online game "Animal Jam," partnered with National Geographic to launch *AJ Academy: Amazing Animals*, an animal e-book library for mobile devices that explores the lifecycle and habitat of a multiple animal species.

WildWorks is also preparing to launch a "top-secret" mobile game for the "Animal Jam" brand. The new game will feature the popular "Animal Jam" pets that have driven the success of the brand's collectible range from Jazwares. Further details about the game have not been released, however, the game is set to launch later this year. Also on the gameplay front, WildWorks has launched the "AJ Desktop" app, which allows players to access the game without the use of a web browser.

Currently, the company is looking to expand into additional promotional and experiential partnerships as well as FMCG categories. It will also continue its licensing efforts in categories such as toys, apparel and accessories.

Activision Blizzard has also been building out its consumer products program for "Call of Duty." In April, the company appointed Tinderbox, the digital division of Beanstalk, to represent the franchise for licensing in Europe. Since April, the company has teamed up with Dreamtex to develop a range "Call of Duty"-themed textiles including bedding, blankets and towels.

In a global deal to celebrate the franchise's upcoming title "Call of Duty: WWII," Activision has partnered with Loot Crate to launch a limited edition mystery crate that features a score of exclusive, branded merchandise spanning apparel, gear and other collectibles.

Another example of a brand expanding and moving into crossover content is "Minecraft." Earlier this year, Mojang teamed up with Egmont Publishing to launch a new monthly magazine based on the video game. The new magazine will be able to further connect fans with the game, providing a series of tips and guides for the game. The magazine is now available in the U.K.

Finally, SEGA has launched a host of its classic video games on mobile devices as part of a collection called SEGA Forever. The lineup includes free-to-play, ad-supported and playable offline games and will initially feature five Mega Drive/Genesis titles– "Sonic the Hedgehog," "Phantasy Star II," "Comix Zone," "Kid Chameleon" and "Altered Beast." As the collection expands in the upcoming months and years, it will also include both official emulations and ported games that span all SEGA console eras.

The first set of SEGA Forever games are now available for iOS and Android devices.

Entering the Field of Play

While video game brands are adding even more categories to their licensing lineups and reaping the benefits of crossover content, classic entertainment properties and brands are continuing to move into the segment to bring their stories to life for fans in ways like never before.

Earlier this summer, Cartoon Network teamed up with Outright Games to create two new video games based on its animated television series "Adventure Time" and "Ben 10." Both video games will introduce new adventures to the beloved franchises and are set to be released this winter.

Twentieth Century Fox Consumer Products tapped Imaginarium Studios to release a new console game inspired by the *Planet of the Apes* film franchise. The new game, "*Planet of the Apes: Last Frontier*," will be set between the films Dawn

of the Planet of the Apes and War for the Planet of the Apes, and will allow players to play on both sides of the growing conflict. The game will be available this fall.

The Coolabi Group has entered the video game space with its publishing series *Beast Quest*. Maximum Games is on board to publish the first *Beast Quest* console game, which will feature a score of RPG elements and will have the same look and the feel as the brand's mobile gaming app, which was launched in 2015 by Miniclip.

Also entering the category is The Emoji Company, who recently teamed up with Net-Ent for "Emojiplanet," an online casino game; Novomatic for coin-operated video machines; and Blue Ocean for the new mobile game "Emojitown." Both "Emojiplanet" and "Emojitown" are now available worldwide; while, the coin-operated video machines will initially launch in Europe before rolling out to additional territories.

The Emoji Company has also begun conversations with game developers to create an Emoji-themed console game or a multiplayer online game.

"For us, the gaming market is a complementary category," says Marco Hüsges, chief executive officer, The Emoji Company. "The right product, whether it is a game or an app, can catch additional attention of the consumer and lead to more merchandising sales. The popularity of online gaming, or gaming in general, surely opens the door to get more brands exposure, providing the concept suits the target audience."

BLE Plugs In

Brand Licensing Europe, taking place Oct. 10-12 at London's Olympia, will also put video games in the spotlight this year with a brand-new Gaming Activation Area and a gaming-focused keynote.

The dedicated Gaming Activation Zone will serve as both a showcase and demonstration area, as well as provide visitors with the chance to gain insight into some of the ways popular gaming IP can be taken from the screen to the store. The area will also feature a mock retail environment, which will showcase a variety of IPs including titles like "Halo," "Assassin's Creed," "Horizon Zero Dawn," "Sonic the Hedgehog" and "Street Fighter," among others, as well as cross-category merchandise, allowing visitors to see the full potential and applications of each brand.

Exhibitors that will be participating in the Gaming Activation Zone include Sony Interactive Entertainment Europe, Ubisoft, Capcom, SEGA, King, Activision Blizzard, Rovio, Tinderbox and "Animal Jam" (WildWorks).

"As a well-established gaming property that only broke into licensing recently, we want to share our story and help other properties make the transition," says Talia Goldsmith, licensing director, WildWorks. "Kids interact differently with character they embody in a game (rather than the ones they admire from a distance on TV) and this is an important point to consider when licensing a game."

Other video game exhibitors that will be on-site at BLE, but will not be participating in the Gaming Activation Area, include Pokémon, Level-5 abby and Those Licensing People.

Sony Interactive Entertainment Europe has signed on to serve as the theme's headline partner and will be on-site to explain how gaming can help reach a broader audience with examples from PlayStation 4's back catalog.

Mark Howsen, commercial development director, Sony Interactive Entertainment Europe, has also been confirmed as keynote participant in this year's keynote panel, entitled "Gaming: Dispelling the Myths." Other panelists include Seth Barton, editor, *MVC*; Stuart Dinsey, board member, UKIE; Ashley Maidy, vice president and head of global licensing and partnerships, Activision; and Yann Le Bouedec, commercial director, Paladone Products.

"Gaming: Dispelling the Myths" is scheduled to take place on Tuesday, Oct. 10, at 12 p.m. local time as part of BLE's Licensing Academy.

"According to the LIMA Annual Global Licensing Industry Survey 2017, global retail sales of licensed merchandise within software, video games and apps grew by 8 percent from 2015 to 2016 and is predicted to continue growing over the next five years at least," says Anna Knight, brand director, BLE. "It's BLE's responsibility to support all parts of the industry and shine a spotlight on the ones showing growth.

"Also, the gaming market remains largely untapped when it comes to licensing thanks in part to a lack of understanding about the end user, the products and the potential–we want to educate licensees and retailers on the possibilities as gaming remains one of the most creative, exciting, forward-looking and lucrative entertainment markets," continues Knight. "The power of the gaming industry working together to educate is so exciting to me and I hope our visiting licensees and retailers will be inspired by what they see." ©

play it forward

With global retail sales of more than $25 billion in 2016, sports licensing is big business, and some of the world's biggest sports franchises are looking to grow that number even more.

by NICOLE SILBERSTEIN

Sports has always been one of the largest and most consistent sectors of brand licensing. No matter what kind of football you're talking about, sports fans of all stripes can always be counted on for steadfast support–in the stadium and in the gift shop.

And in recent years that support has been growing as teams from around the world have begun to making a concerted effort to reach and build their global fanbase.

"The increase in consumption of sports outside their domestic market has been a factor contributing to a reported 6 percent growth in retail sales of sports licensed consumer products," says Steve Scebelo, vice president of licensing and business development, NFL Players Inc., the licensing division of the National Football League Players Association. "Specifically in Europe, a host of major U.S. sports organizations, including the NFLPA, are looking to grow, and many European brands are looking to expand in the U.S. and Asia, creating new opportunities worldwide."

The globalization of the world's major sports clubs is driving massive growth in merchandise sales. According to a recent survey from the International Licensing Industry Merchandisers' Association, the sports licensing sector brought in $25.3 billion in 2016, up 2 percent from 2015, continuing an upward trend that spans several years.

Fandom is no longer constrained by stadium walls, and major sports clubs of all kinds–from the U.S.'s National Football League to European franchises like Real Madrid and Juventus–are taking full advantage.

"When you consider [those numbers], it can be easily imagined how important this business area is becoming for the major European Clubs, and Juventus' powerful charge to extend its licensing programs makes perfect business sense," says Luca Montesion, licensing executive, Juventus, which is one of the biggest football clubs in Italy with 12 million fans regionally and 300 million worldwide. "Licensing is also increasingly used by various football companies to increase the fanbase, and for this reason Juventus, like other imported European companies, has launched a licensing program not only for the Italian territory, but also for important foreign markets such as the Far East and America."

Juventus, which boasts 100 licensees in territories around the world, recently underwent a major re-branding and restructure resulting in everything from a new logo to an overhauled international development program, all

aimed at creating a platform for international growth.

"On July 1, we launched our new visual identity, built around the new logo, which was completely refurbished to replace our historical logo, which has remained largely unchanged since the 1920s," explained Montesion. "It is a logo developed with the principles of building a global icon that we feel can express itself in any context. Juventus aims to give its brand a wider and more profound meaning... The retail world has been very enthusiastic about the change, and we have found interest in some retailers that have so far never approached the football world."

Juventus gave partners a sneak peek of the new brand at Licensing Expo in May, and now that the re-brand has been formerly launched, it's full steam ahead into Brand Licensing Europe next month, where the club will be exhibiting for the first time.

Hailing from the other side of the pond, the National Football League has been making inroads in Europe for several years, hosting international games and other events and building out its licensing program with the help of agent Brandgenuity.

"The NFLPA program in Europe is currently driven by apparel. With large global deals with the likes of Nike at the center of the program, and market desire for player name and number apparel growing fast, it is a staple category for us at the moment," says Scebelo. "Looking to the remainder of this year and next, key growth areas will be hard lines and experiences for the EU market. The program is growing at an encouraging rate, with 11 licensees in place for Europe and several others close to joining the cohort."

When it comes to the big players in the sports licensing arena, the U.S. still reigns supreme, accounting for 76 percent ($19.2 billion) of total retail sales worldwide, according to the LIMA survey. Germany and the U.K. follow as the next two biggest contributors to the worldwide total at $1.3 billion (5.2 percent) and $887 million (3.5 percent), respectively.

In Germany, the football club Borussia Dortmund is picking up steam with innovative brand extensions including a recently announced co-brand with Peanuts Worldwide. The collection will include a range of products featuring Snoopy outfitted in the team's black and yellow jersey.

A fleet of U.K. teams also continue to grow major licensing programs including Manchester United, Chelsea FC and Arsenal, the last two of which will also be present at Brand Licensing Europe next month.

Any discussion of football licensing would not be complete without a mention of Spain's Real Madrid, one of the most recognized sports teams on earth. To give an idea of the brand's reach, earlier this year, Real Madrid became the first global brand to reach 100 million likes on Facebook (fellow Spanish team FC Barcelona achieve the same feat just a few hours later).

A licensing juggernaut, Real Madrid products are present in 97 countries worldwide with 127 active licensees, and the team's kit partnership with Adidas Group is the most lucrative uniform agreement in sports. Additionally, forward Cristiano Ronaldo, ranked as one of the best players in the world, was selected to grace the "EA Sports FIFA 18" video game

Speaking of FIFA, the sports international governing body has a robust licensing program of its own. FIFA recently appointed Russian agency Megalicense Entertainment to manage the retail and licensing program for the FIFA Confederations Cup 2017, which took place in June and July in Russia, and the 2018 FIFA World Cup, which will also take place June 14-July 15, 2018.

Of course, the sports licensing industry isn't limited to football. Other major competitions and leagues also contribute to the billions of dollars of products sold each year.

The 2019 Rugby World Cup will represent a major opportunity for licensees when it takes place in Japan, marking the first time the tournament has been held in Asia.

Rugby World Cup is represented for licensing by IMG.

Another IMG client, the 24 Hours of Le Mans racing competition, is also looking to build out its licensing program. Noted for being the world's oldest active sports car race in endurance racing, the competition has taken place each year since 1923 near Le Mans, France. The 2017 race took place in June and will return to Circuit de la Sarthe June 16-17, 2018.

In racing of another kind, Le Tour de France has sped onto shelves with a diverse range of brand extensions in recent years that has ranged from stamps to apparel.

This summer, the brand's agent CPLG worked with British retailer Sports Direct to create a range of exclusive branded apparel that was available in stores when the multiple stage bicycle race took place in Dusseldorf, Germany.

Visit Juventus, NFL Players Inc., Chelsea FC, Arsenal, FIFA, Rugby World Cup 2019, 24 Hours of Le Mans, Le Tour de France and more at Brand Licensing Europe, taking place at London's Olympia, Oct. 10-12. ©

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Brand Licensing Europe is heading into its 19th year with more than 40 fresh exhibitors, new activations and a revamp of parts of the show floor, all in an effort to bring licensing front and center for three solid days of deal-making and networking.

Taking place Oct. 10-12 at London's Olympia, BLE will offer many of the features that exhibitors and attendees come to rely upon, such as its differentiated zones for easy floor navigation, as well as new and enhanced offerings that will add to the experience.

BLE will welcome back many exhibitors including popular brands such as Nickelodeon, Toei Animation, Mattel, "Masha and the Bear," Moomins, Smiley and more; while attendees will find new brands on the show floor like 24H Le Mans, Admiral Sportswear, Ducati, Emoji, Endemol Shine, Juventus, Level-5 Abby, OpSec Security, Rugby World Cup 2019, TF1 Licenses, The Point 1888 and more.

Brands & Lifestyle Gets a New Look

This year, the team behind BLE has revamped the show's Brands & Lifestyle zone to include a product showcase that will shine a light on the variety and diversity of licensed products from this particular channel of the industry. More than 25 exhibitors are participating in the showcase including companies such as Beanstalk, CAA-GBG, IBML, Global Icons, Pink Key Consulting, JELC, the V&A, Juventus, FIFA, Brandgenuity and more.

The Brands & Lifestyle zone is further enriched by its annual seminar program, which will bring conversations on topics that are meaningful to the business at large to attendees.

This year, thought leaders from major players in the licensing arena are set to host talks including Lauren Sizeland from the V&A; Angela Farrugia and Lisa Shapiro from CAA-GBG; a straight-talking panel hosted by Richard Pink from Pink Key Consulting that includes Penguin Random House's Susan Bolsover, Perfetti Van Melle's Christine Cool, Fat Face's Gabrielle Sims and The Smiley Company's Nicolas Loufrani; and a presentation from footballing brand Juventus. For the complete BLE Live Stage and Seminar Theatre schedule, see page 41.

Additional educational opportunities can also be found in the Licensing Academy, sponsored by the International Licensing Industry Merchandisers' Association and positioned in the Character & Entertainment zone. The free programming is designed to keep all BLE attendees abreast of key trends affecting the European licensing industry. For the complete schedule, see page 40.

Gaming Features Big in 2017

Another key focus and new feature for BLE 2017 is the video game category, which will be anchored by the inaugural Gaming Activation Area.

The dedicated area will provide attendees with insight into some of the many ways gaming IP can be taken from screen to store, including a mock retail environment that will showcase a range of properties.

A keynote conversation with Sony Interactive Entertainment Europe's Mark Howsen, commercial development director, will further bring this new feature to life.

"Games have such a broad fan base today," says Howsen. "Of course, there are those who have been playing for years and grown up with certain characters who provide an opportunity to brand holders, but there are also newcomers to the field attracted by technological advancements such as smart phones and AR. Playing games is accessible to all, and we've discovered there

are lots of different ways to appeal to players of all styles and walks of life. We are looking forward to discussing the opportunities our industry offers."

"According to the LIMA Annual Global Licensing Industry Survey 2017, global retail sales of licensed merchandise within software, video games and apps grew by 8 percent from 2015 to 2016, and is predicted to continue growing over the next five years at least," says Anna Knight, brand director, BLE. "It's BLE's responsibility to support all parts of the industry and shine a spotlight on the ones showing growth."

SEGA, Capcom, Ubisoft, King, Activision Blizzard and Rovio are also the gaming exhibitors on highlight at BLE 2017.

BLE has also partnered with Mojo Nation to host the Toy & Game Innovation zone, which will feature examples of licensed toys and games launched within the past 12 months, and preview new lines coming for the holiday season and into 2018.

BLE Plays Matchmaker

Returning again in 2017 is BLE's Matchmaking Service, which offers exhibitors and visitors the opportunity to pre-book business meetings ahead of the event. The free online service launched last year and resulted in more than 1,200 arranged meetings.

This year, the Matchmaking Service incorporates a host of new system enhancements, including improved search functionality. This increased accuracy will make it easier for visitors and exhibitors to request meetings with the businesses and brands most relevant to them, increasing ROI. A team of matchmaking professionals supports the service, assisting with meeting arrangements and managing the show's Matchmaking Lounge.

"We had incredible take up from the Matchmaking Service last year from both exhibitors and visitors, with one exhibitor using it to pre-arrange 75 meetings over the show's three days," says Knight. "Since launch, we have improved the portal's functionality and based on the recent second outing of the service at Licensing Expo earlier this year, we're confident that we'll see even more meetings arranged at BLE this year."

And There's More…

Other features, services and programs on offer at BLE 2017 include the Retail Mentoring Programme, which is designed to give buying and merchandising professionals from companies such as Character.com, Toymaster, M&Co, Morrisons and theater chains Odeon and UCI Cinemas Group a deeper understanding of the licensing industry.

Brand Licensing Europe is owned and organized by UBM Licensing and sponsored by LIMA. ©

BRAND LICENSING EUROPE 2017 EXHIBITOR PREVIEW

Discover just what brands, companies and properties you can find at Brand Licensing Europe 2017, Europe's premier licensing event.

20th Century Fox Consumer Products
Stand: E30

24H Le Mans
Stand: P20

24IP Law Group
Stand: F86

4K Media Inc.
Stand: C130

Aardman Animations
Stand: F15

Admiral Sportswear
www.admiralsportswear.com
Stand: P51
Tom Howgate, general manager
T: +44 (0) 161 947 2408
E: info@admiralsportswear.com
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Agma Ry
Stand: C125

Alchemy Licensing
www.alchemy-licensing.com
Stand: P52
Georgea Rowley
T: +44 (0) 1162 824 824
E: michelle@alchemygroup.com
Alchemy was established in England more than 40 years ago (1977) and is one of the best and only recognized worldwide brand names in Gothic, fantasy and alternative cultures.
Alchemy Licensing was formed around 2002, and boasts a vast library of images available under licence.

Allsorts Licensing
www.allsortsmedia.co.uk
Stand: C84
John McInnerny, managing director
T: +44 (0) 1234 212 411
E: john@allsortsmedia.co.uk
Allsorts Licensing is an independent licensing agency that represents some of the worlds leading brands not just in the United Kingdom and Republic of Ireland but also in some Eastern European territories. Also known for marketing appealing, and in some cases quirky, art brands.
Allsorts Licensing brings many years experience to the table.

American Greetings Entertainment
Stand: F20

Anima Kitchent
www.animakitchent.com
Stand: B30
Carmen Muñoz, licensing director, Europe
E: carmen.munoz@animakitchent.com
Anima Kitchent is an animation producer company part of Anima Estudios, formed by a team with more than 15 years of experience in transmedia content. The company creates, develops and manages international brands with transmedia content.

Animal Jam
www.animaljam.com
Stand: E104
Talia Goldsmith, director, licensing
T: +1 (801) 355-4440
E: talia@wildworks.com
Animal Jam is a safe and exciting online playground for kids who love animals and the outdoors. Players create and customize their own animal characters and dens, chat with friends, adopt pets, team up for adventures and feed their curiosity about animals and the natural world around them.

Animaru
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APC Kids
Stand: B54

The Arsenal Football Club
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E: maria@artaskagency.com
An internationally established licensing agency in Barcelona, Spain, that offers full-service to licensees and brand owners around worldwide. Art Ask Agency creates unique concepts with established or emerging properties. Working with worldwide rights, offering full-service, fast turnaround, approvals, feedback, newsletter and advertising. Importantly, it maintains direct personal relationships with all parties.

Art Brand Studios
Stand: R35

Ashcroft Designs
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Stand: H5
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Assaf Frank Photography Licensing
Stand: H2

Atlantyca Entertainment
Stand: B45

Authentic Brands Group
Stand: A10

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Galerie Azerty manages licensing for the succesful paintings and photography of the artist Neo. Azerty Galerie works worldwide with companies in fashion, interior design, publishing and digital media. Other contemporary images are available for licencing, providing modern and versatile visuals. Commissions are possible for specific projects.

Bandai Namco Entertainment
www.bandainamcoent.eu
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E: intl-licensing@rd.bandainamcoent.co.jp
Bandai Namco Entertainment Europe, part of Bandai Namco Holdings, is a leading global publisher and developer of interactive entertainment for all major video game consoles, iOS, Android and online platforms. The company is known for creating and publishing many of the industry's top video game franchises including Pac-Man, Galaga, Tekken, Soulcalibur, Ace Combat, Ninokuni and Little Nightmares. Bandai Namco Entertainment Europe is one of the premier publishers in the Western hemisphere for anime-based video games including Naruto Shippuden, Dragon Ball Z and One Piece.

Bavaria Media
www.bavaria-media.de
Stand: N12
Verena Diefenbach
T: +49 89 6499 3273
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Bavaria Sonor Licensing, a division of Bavaria Media, is a full-service agency with more than 30 years of experience. The agency has an impressive roster of national and international clients and can collaborate with its network of sub-agencies. Bavaria Sonor Licensing is a member of the licensing organization LIMA.

BBC Worldwide Consumer Products
Stand: E20

Beano Studios Limited
Stand: C87

Beanstalk Europe
www.beanstalk.com
Stand: Q100
Coralina Dashwood, associate director, business development
T: +44 (0) 20 8396 0500
E: beanstalk.uk@beanstalk.com
Beanstalk, a global brand extension agency, works closely with its clients to unlock brand equity and create many of the world's most recognizable products and services. It has nearly three decades of experience in helping leading brands, celebrities, media properties, manufacturers and retailers creatively find ways to strengthen their relationship with their most important stakeholder–the consumer. Beanstalk offers a breadth of services including brand licensing, retailer partnerships, license acquisition for manufacturers, consulting, creative services, icon representation, and royalty auditing. Beanstalk's Europe and Asia business is headquartered in London, with offices across North America and affiliate partners throughout the world.

Benesse Corporation
Stand: E100

Biplano Licensing
Stand: B58

BJA Design
Stand: C150

Blue Zoo Animation Studio
www.blue-zoo.co.uk
Stand: F14
Daniel Isman
T: + 44 (0) 207 434 4111
E: daniel@blue-zoo.co.uk
Blue Zoo Animation Studio is a BAFTA-winning animation production company based in London that crafts creative CG character animation for all digital media platforms, with a fresh quirky edge. From

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BM
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www.brandcentralgroup.com
Stand: Q10
Coco Van Iwaarden, international licensing coordinator
T: +1 (310) 268-1231
E: coco@brandcentralgroup.com
Brand Central is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, manufacturer representation and brand creation to some of the world's most recognized brands.

Brand Comply
Stand: G30

Brandgenuity
Stand: P60

Brands and Rights 360
Stand: B30

Brands With Influence
www.brandswithinfluence.com
Stand: Q20
Martin Lowde
T: +44 (0) 7831 235 024
E: martin@brandswithinfluence.com
Brands with Influence helps its clients unlock potential by developing the right brand strategies, delivering the right communication, creating the right products and ensuring that they get to market at the right time for the right price.

Bravado
www.bravado.com
Stand: D80
Alex Mitchell, licensing and partnerships manager
E: alexander.mitchell@bravado.com
Bravado is the leading global provider of consumer, lifestyle and branding services to recording artists and entertainment brands around the world. Bravado is a part of Universal Music Group, a leader in music-based entertainment. Its extensive global distribution network gives artists and brands the opportunity to create deeper connections with their fans.

BroadTeck Co.
Stand: C86

Bulldog Licensing
Stand: F2

Bulls Licensing
www.bullslicensing.com
Stand: C62
Jeanette Eklund,
T: +46 722 31 21 18
E: jeanette.eklund@bulls.se
Bulls Licensing is one of the pioneering agencies for licensing and editorial content in Scandinavia. It connects brands for higher awareness and sales performance in a global arena. With a worldwide network of sub-agents and over 600 clients, its international knowledge and business capacity is there for you.

By Hartwig Braun
www.hartwigbraun.com
Stand: J13
Isaac Lilos, manager
T: 07939120868
E: isaac@artyglobe.com
Hartwig Braun is a fine artist specializing in design-led illustrative works, using his architectural background to create expansive, detailed and engaging cityscapes utilising a mixture of organic materials and digital methods. With a passion for the urban experience and visual iconography, he combines a technical accuracy with a playful agenda.

CAA-GBG Global Brand Management Group
www.caa-gbg.com
Stand: L100
Beth Butler
T: +44 208 222 6100
E: info@caaglobalbrands.com
CAA-GBG is one of the world's most successful brand management companies, representing a roster of A-list celebrity, lifestyle and corporate brands. With 25 offices globally and generating over $12.4 billion in retail sales, CAA-GBG are thought leaders in the industry and use its experience to deliver award-winning strategic brand solutions.

Capcom
www.capcom-europe.com
Stand: E115
Michele Pearce
T: + 44 (0) 7949118876
E: michele.pearce@capcom.com
Capcom is a global developer, publisher and distributor of interactive entertainment for consoles, PCs and handheld devices. The company has created hundreds of games including Resident Evil, Street Fighter, Monster Hunter, Mega Man and Devil May Cry. More information about Capcom can be found at www.capcom.com.

Caroline Mickler
www.carolinemickler.co.uk
Stand: A60
Sarah Gilbert
T: +44 (0) 20 8392 2439
E: caroline@carolinemicklerltd.co.uk
Caroline Mickler is an award-winning, dynamic licensing agency. It represents The Beatles, Moomin, Fifty Shades of Grey, Jamie Raven, Horrid Henry and Lord's The Home of Cricket. It also consults for the Stanley Kubrick Foundation. Caroline Mickler transforms beautiful brands into beautiful merchandise.

Carte Blanche Greetings
www.carteblanchegreetings.com
Stand: D105
Sarah Quigley, head of licensing
T: +44 (0) 1243 792600
E: sarah.quigley@cbg.co.uk
Carte Blanche Group is a distributor and licensor of character-branded products, including plush, gifts, cards and apparel. It is best known for its signature character Tatty Teddy from the much-loved Me to You brand. New to BLE this year, Carte Blanche Greetings is launching its most recent brand, My Dinky Bear.

Cartotecnica Sinigaglia
Stand: G55

Celebrities Entertainment
Stand: E2

Centa IP
Stand: B92

Chelsea FC
Stand: L20

Chupa Chups, S.A Unipersonal
www.pvmlicensing.com

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Stand: M10
Christine Cool, licensing area manager
T: +34 937739200
E: christine.cool@es.pvmgrp.com
If you are looking out for sweet and fresh licensing opportunity, check out Perfetti van Melle's brands: Mentos, Chupa Chups, Airheads, Frisk, Brooklyn and Smint. They offer amazing art great to take to food and beverage of lifestyle categories.

City Football Marketing
Stand: K18

Claire Louise
www.clairelouise.eu
Stand: J12
Claire Louise Hill
T: 07715 373344
E: info@clairelouise.eu
Claire Louise is an artist and designer based in Durham, in the North East of England. Working with mixed mediums of water colors, fabrics and machine embroidery, Claire's designs have merged with the world of greetings cards, homeware and personal beauty care. Claire has licensed her art onto ceramics, wall art and gifts.

Coolabi Group
www.coolabi.com
Stand: E60
Michael Dee
T: +44 (0) 20 7004 0996
E: Michael.Dee@coolabi.com
Coolabi Group is a leading, independent, international media group and rights owner specializing in the creation, development and brand management of children's and family intellectual property rights.
All of its intellectual property rights are developed and managed to engage and sustain their appeal to consumers across all media in every major market.

Copyrights
www.copyrights.co.uk
Stand: D80
Rebecca Langston
E: info@copyrights.co.uk
Copyrights is an international licensing agency committed to the long-term development of its properties. They offer strategic worldwide brand development, licensing and retail expertise.
Current representation includes Paddington Bear, Father Christmas, The Country Diary of an Edwardian Lady, Greenwich Polo Club, Fungus the Bogeyman and Shinzi Katoh.

Country Colour
www.countrycolour.com
Stand: J17
Samantha Firmin-Killick
T: 01291 620808
E: countrycolour@btconnect.com
Country Colour is committed to producing beautifully illustrated imagery and bringing its designs to life on a variety of products ranging from greeting cards, notelets, gift wrap, cushions, placemats, coasters, tea towels and mugs. Its designs are produced in traditional styles using either line and watercolor or oil pastel.

CPLG
www.cplg.com
Stand: C30
Steve Manners, executive vice president
T: +44 (0) 20 8563 6165
E: steve.manners@cplg.com
CPLG, one of the world's leading licensing agencies, represent some of the biggest properties across brands, entertainment and sports. Owned by DHX Media, CPLG has more than 40-years experience in licensing, operating across 27 countries with a strategic alliance with Tycoon Group, one of the largest licensing networks in Latin America.

Crazy Bell Agency
Stand: A45

Creative Licesning Corporation
www.creativelicensingcorporation.com
Stand: F72
Stephanie Kupperman
T: +1 (310) 479-6777
E: stephanie@creativelicensingcorporation.com
Creative Licensing is a full-service independent merchandise licensing agency that specializes in long-term brand development. Founded in 1982, Creative Licensing represents a large catalogue of iconic genre films for worldwide partnerships.

CTC Media
http://ctcmedia.ru
Stand: B54
Ksenia Gordienko, head of licensing and merchandising
T: +74 957856347
E: licence@ctcmedia.ru
CTC Media is one of the leading entertainment Russian independent broadcasting companies. CTC Media manages four national television channels in Russia (CTC, Domashny, Che and CTC Love) and Channel 31 in Kazakhstan. Currently developing its own Animation IP for preschoolers, "Kid-E-Cats," on TV, and licensing and merchadising Russian and international markets.

Curtis Licensing
Stand: F10

Cyber Group Studios
www.cybergroupstudios.com
Stand: B118
Alexandra Algard, international licensing and marketing director
T: +33 0155 563 244
E: licensing@cybergroupstudios.com
Cyber Group Studios is a multi-award-winning independent French producer and distributor that specializes in top-quality kids' programming with strong international appeal.

DeLiSo–Sophie la girafe
www.sophielagirafe.fr
Stand: B68
Maude-Sophie Guerret, licensing coordinator
T: +33 658002351
E: maudesophie.guerret@vulli.fr
Founded in 2011, following consumer demand for Sophie la girafe licensed products, DeLiSo (Development Licensing Sophie la girafe), is in charge of the worldwide licensing rights for one of the most famous baby toys in the world. To stay close to Sophie's history, the DeLiSo office is located directly in Vulli's French factory.

Dependable Solutions
www.dependablerights.com
Stand: P12
Samantha Gunther, director, marketing and events
T: +1 (424) 276-4584
E: sgunther@dependablerights.com
Dependable Solutions provides contract management, royalty processing, product approval, contract workflow and robust reporting tools to licensors, agents and licensees worldwide. Dependable Solutions has offices in the U.K. and the U.S. Its web-based systems consolidate all your brand information, associated financials and creative approval transactions into an easy to use secure system.

DHX Brands
www.dhxmedia.com/brands
Stand: C30
Tom Roe
T: +44 (0) 20 8563 6400
E: dhxbrands@dhxmedia.com
DHX Brands specializes in creating, building and maintaining high-profile entertainment brands within the children's and young adult markets. With expertise in brand development, licensing, marketing and creative, DHX builds and manages brands that captivate and inspire through engaging content, first-class distribution, quality consumer products, immersive live experiences and digital media.

DIC 2
www.dic2.com
Stand: P14
Douglas Mari, managing director
T: +39 348 3106335
E: douglas@dic2.com
DIC 2 is one of the oldest independent licensing agencies in Italy. In its 44 years of business, it has represented many of the entertainment companies in the licensing industry, as well as several worldwide brands and artists. DIC2 represents brands and properties around the world, thanks to a network of companies working with it.

Dicentium Films/Meteoric Entertainment
www.dicentiumfilms.com
Stand: A90
Judd Tilyard, chief executive officer, Dicentenium Films
T: +61 481 176 473
E: judd@dicentiumfilms.com.au
Dicentium Films is an Australia-based film company that works in a variety of genres and creates original and licensed content. They are currently working with Meteoric Entertainment on several projects including a live-action film starring Doctor Who's most famous robotic companion, K9.

Discovery Consumer Products
Stand: C82

Dorna Sports
www.dorna.com
Stand: P21
Phaedra Haramis, licensing director
T: +34 639702658
E: phaedraharamis@dorna.com
Dorna Sports was founded in 1988 as a international sports management, marketing and media company based in Madrid, Spain, with branches and subsidiaries in Barelona, Rome, Amsterdam and Tokyo. Since 1991, Dorna Sports has held the exclusive comercial and TV rights for the FIM Road Racing World Championship Grand Prix (MotoGP).

Dracco Company
www.dracco.com/home
Stand: F38
Peggy Tong
T: +1 (852) 2157 5988
E: ptong@dracco.com.hk
Dracco Company's global corporation is headquartered in Hong Kong. The company has a significant commitment to brand platforms including product, lifestyle, digital, media, stationery and confectionery brand development and product manufacturing. It is the owner of the No. 1 girls' license in Germany, Filly. Dracco Company is dedicated to product development, internal design, manufacturing and emerging trends and has extensive, worldwide distribution. Dracco is an established licensee and licensor with more than 20 years in the business.

DRI Licensing
www.drilicensing.com
Stand: F30
Alicia Davenport
T: +44 (0) 203 757 2171
E: alicia@drilicensing.com
DRi Licensing is an independent licensing and marketing company specializing in the management of long-term quality brands. It is a full-service agency representing a portfolio of prestigious brands in the children's publishing and design sectors including Miffy, Roald Dahl, Boofle, The Happy News and Groovy Chick.

Ducati Motor Holding
Stand: N17

Dutexdor
Stand: L22

Dynit
Stand: G75

Edebe Licensing
www.edebelicensing.com
Stand: B30
David Recasens, licensing director
T: +34 93 206 31 54
E: licensing@edebe.net
Edebe Licensing is a licensing agency for premium properties in Iberia and worldwide. With its young and dynamic team, it has a proven success record with premium art and design properties such as Catalina Estrada and Santoro's Gorjuss, classic characters like Dr. Slump-Arale or renowned sport brands like Dakar, among others.

Edutainment Licensing
www.edutainmentlicensing.com
Stand: G25
Denise Dane, owner
T: 07976 242949
E: denise@edutainmentlicensing.com
Edutainment Licensing is an independent licensing agency with a tailor-made approach to the licensing business and specializing in brands that are both educational and entertaining, especially those intended for children in their early years.

El Ocho Licencias y Promociones
Stand: B30

Emoji Company
www.emoji.com
Stand: E70
Jose Santiago, licensing manager, EU and ROE
T: +49 (0) 2132 671 9983
E: licensing@emoji-company.com
Emoji Company is the owner of the official emoji® trademark. It offers a growing library of high resolution icons for commercial use, and is your official partner when it comes down to creating adorable, fast-moving consumer products under the official emoji branding. Emoji Company offers an unbeatable and unique licensing package that includes the emoji trademark, the emoji logo and more than 6,000 different icons for cross category merchandising business.

Endemol Shine Group U.K.
Stand: B95

Entertainment One
www.entertainmentone.co.uk
Stand: C50
Emma Baines
T: +44 (0) 203 714 7984
E: ebaines@entonegroup.com
Building long-term, sustainable licensing programs on a global basis, eOne Licensing manages the creation and development of consumer products and associated

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marketing and promotional campaigns for some of the most high-profile film, TV and lifestyle properties.

ETS Studios
Stand: E75

Euro Lizenzen
www.lizenzbranche.de
Stand: G40
Guenter Vetter, managing director
T: +49 89266066
E: vetter@eurolizenzen.net
Euro Lizenzen is a leading, independent Munich, Germany-based international licensing and merchandising agency, offering licensors the expertise of marketing and promoting their properties through a network of established business in Europe. The company has been successfully doing business for more than 40 years. A key property is Le Petit Prince.

Fantawild Animation
www.hqftdm.com/en
Stand: B115
Eva Lan, project manager
T: +86 755 8610 9920
E: eva-fantawild@hotmail.com
Fantawild Animation, a subsidiary of Fantawild Holdings, is a leading animation company in China. It has been named a National Key Animation Enterprise and one of China's top 10 animation companies. Its brand, Boonie Bears, is regarded as the No. 1 Chinese-animated media franchise.

Fashion UK
Stand: B20

FIFA
www.fifa.org
Stand: M25
Dominque Boyer
T: +41 (0) 43-222 7953
E: dominique.boyer@fifa.org

Fluid World
Stand: A35

France TV Distribution
www.francetvdistribution.com
Stand: G27
Sophia Cherkaoui, market and travel coordinator
T: 0156226824
E: sophia.cherkaoui@francetv.fr
France TV Distribution is one of France's leading entertainment licensing agencies. Managing more than 15 properties and targeting children and adults alike, FTD's licensing department offers tailor-made strategies for each brand. Being part of the TV group France Télévisions, FTD works closely with the channels and offers synergies with various departments.

FremantleMedia
www.fremantlemedia.com
Stand: E55
Katie Murray
T: +44 2076916000
E: licensing@fremantlemedia.com
FremantleMedia builds global franchises for its portfolio of popular TV brands across multiple genres. Top properties include "All Star Family Fortunes," the new scripted series "American Gods" and evergreen classic "Baywatch." Kids' properties include the brand new STEAM pre-school series "Bitz and Bob," global favorites such as "Danger Mouse" and "Kate & Mim-Mim" and the new Netflix/Penguin series "The Who Was? Show."

Gallimard Jeunesse
www.galimard-jeunesse.fr
Stand: M20
Claire Jeannin
T: +33 149544214
E: claire.jeannin@gallimard-jeunesse.fr
Founded in 1972, Gallimard Jeunesse is one of the leading French publishers for children books. With more than 250 million books sold, Gallimard Jeunesse develops worldwide merchandising for its characters, brands, Intellectual properties and authors such as PJ Masks, Penelope, Trotro, Sound and Picture Dictionaries, First Discoveries, Prince de Motordu, Emile, Eliott and more.

Games Workshop Group
www.games-workshop.com
Stand: B32
Emma Goodwin, operations controller
T: 0115 9004000
E: emma.goodwin@gwplc.com
Games Workshop Group is based in Nottingham, U.K. A top 400 public company with a FY16/17 turnover of £158 million, Games Workshop designs, manufactures, retail, and distributes its range of Warhammer and Warhammer 40,000 games, miniature soldiers, novels and model kits through more than 460 of its own hobby centers, on the Internet and in 4,000 independent retail channels in more than 50 countries. It also licenses its IPs to more than 70 licensees worldwide, making video games, comics, apparel and other merchandise.

Gateley
Stand: A120

GC Properties
Stand: E105
Andres Verdier
T: +54 91141917093
E: averdier@gc-properties.com
GICI is a global company fully dedicated to create, innovate, develop and manufacture all kinds of 2D (flat) and of 3D premiums, gadgets, novelties and toys to support the promotional campaigns of a wide range of industries including food and drink, sweets and snacks, loyalty programs for mass market retailers, publishers of magazines, health and beauty and more.

Giochi Preziosi Group
www.giochipreziosi.it
Stand: A25
Gianluca Petruzzelli
T: +39 02 9647 5369
E: petruzzelli@giochipreziosi.it
Giochi Preziosi is a European toy group. Its activities cover a wide range of toy products but also include back-to-school, clothing and other consumer products aimed at the youth market. Giochi Preziosi is based in Italy with subsidiaries in the U.K., France, Spain, Greece, Germany and Turkey.

Global Icons Europe
www.globalicons.com
Stand: N100
Ashley Atkins, licensing coordinator
T: +44 (0) 20 7730 9606
E: info.europe@globalicons.com
Global Icons has more than 50 licensing experts in offices around the world including Los Angeles, Detroit, London and Hong Kong. For more than 15 years, Global Icons has been successfully expanding awareness and increasing loyalty for some of the world's top brands. Its team of brand stewards will ensure a program is on target with the strategy and expected growth–Global Icons can elevate your brand. The company's capabilities include brand equity assessment, strategy development, licensee acquisition, contract negotiation and administration, financial collections and reporting, product development and retail development.

Global Merchandising Services
www.globalmerchservices.com
Stand: G74
Jens Drinkwater
T: +44 207 384 6467
E: jens@globalmerchservices.com
Global Merchandising Services, a leading music, celebrity and brand merchandise company, will be showcasing several new properties at this year's Brand Licensing Europe, including social media superstar and best-selling author Joe Wicks the Body Coach and global super star Mariah Carey. Other brands include Iron Maiden, Motorhead and Elton John.

Global Merchandising
Stand: N26

Globetrade/Beetosee
www.globetrade.eu
Stand: G15
Deleu Tine, chief financial officer
T: +32 56 257884
E: tine.deleu@globetrade.be
Let's create! Are you looking to promote your brand better and faster? Do you want to increase the visibility of your products? Thinking about boosting your sales through a licensed or non-licensed promotion? With Globetrade's/Beetosee's expertise with premium based marketing programs, it can help you achieve those goals.

Glory Innovations
Stand: A70

Golden Goose
Stand: P22

Grani & Partners
www.graniepartners.com
Stand: A25
Grani & Partners deals with the design, development and manufacture of licensed collectible products (3D figurines, plush,die-cast and more). It works with leading loyalty promotion agencies, food and beverage multinational companies and with Italian and foreign publishers. Grani is the preferred premium supplier of IMPS and a long-term licensee of Disney, Viacom, Ferrari and Lamborghini.

Guardian Products and Promotions
www.alsografgroup.com
Stand: B30
Guillermo Guinea, chief executive officer
T: +34 945 20 37 74
E: info@alsografgroup.com
Ask us about the company's new Promofilm service. Guardian Products and Promotions is a producer of promotional items (stickers, tattoos, trading cards, scratch cards, collectibles...), with the most modern and innovative production techniques. It can offer the presentation that you need, including flat sachets, blister, inserted in your product, etc.

Hampshire Cultural Trust
www.hampshireculturaltrust.org.uk
Stand: J3
Gwyneth Campling, commercial product manager
T: 01962678169
E: gwyneth.campling@hampshireculturaltrust.org.uk
Hampshire Cultural Trust runs 23 arts centers and museums, showcasing the county's creative vibrancy. In collaboration with the National Motor Museum and Jane Austen's House Museum, Creative Commercial Collections has commissioned a series of exciting designs inspired by objects, buildings and their history, ideal for fashion, home and other industries.

Hasbro Brand Licensing and Publishing
www.hasbro.com
Stand: D40
Katherine Buckland
T: +44 (0) 208 7446858
E: katherine.buckland@hasbro.co.uk
Hasbro is committed to its beloved brands, including Transformers, My Little Pony, Monopoly, Littlest Pet Shop, Nerf, Play-Doh and Hanazuki. At BLE 2017, Hasbro will continue to bring their stories to life through entertainment, brand experiences and a broad product offering across key categories like publishing, fashion, toys and games.

HCA Creation
Stand: B86

Historic Royal Palaces Enterprises
www.hrp.org.uk
Stand: L30
Jenny Smyth, licensing manager
T: +44 (0) 2031666844
E: licensing@hrp.org.uk
Historic Royal Palaces is the independent charity that cares for the Tower of London, Hampton Court Palace, Banqueting House, Kensington Palace, Kew Palace and Hillsborough Castle. Historic Royal Palaces Enterprises help explore the story of how monarchs and people have shaped society in some of the greatest palaces ever built.

History & Heraldry
www.historyheraldry.com
Stand: J9
Allison Myers
T: 01709 731920
E: allison.myers@historyheraldry.com
History & Heraldry are a global gift company with a small licensing division. Its brands include Pain in the Sass, Born to Shop, Fizzy Moon, Verity Rose and the John Hinde photography archive. The company offers great brands, fantastic licensee support and much much more.

HoriPro
www.horipro.com
Stand: F22
Yuichi Kawakami
T: +81 3 3490 4587
E: kawakami@horipro.net
Promoting culture to inspire people since 1960, HoriPro's expanded itself into many business fields from being a management company for singers and musicians to discovering and cultivating a diverse range of talent and promoting events. It continues to contribute to the society by bringing dreams and inspiration to our lives.

Howard Robinson & Associates
www.howardrobinson.info
Stand: J10
Howard Robinson
T: +44 (0) 1429 824021
E: robinson.h@lineone.net
Howard Robinson's bright and colorful images of the natural world are licensed worldwide across many diverse product categories. Described as the artistic master of adorable animals, both wild and tame, that brim with personality–the kind that makes a person smile. His award-winning selfies concept will be featured.

IBML
www.ibml.co.uk
Stand: P100
Zoe Maddison, licensing manager
T: 0344 245 9200
E: info@ibml.co.uk

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IBML is the owner of a diverse and ever-increasing portfolio of leading sports, fashion and outdoor brands. With regional offices in London, New York, Hong Kong and Shenzhen, IBML services more than 300 licensing partners on a global basis.

IHL | InHollywoodland
www.inhollywoodland.com
Stand: F76
Caroline Barris, managing partner
T: +1 (323) 823-5942
E: info@inhollywoodland.com
IHL | InHollywoodland was formed in 2014 by Xavier Clemente and Caroline Barris, the daughter of legendary photojournalist George Barris, to catalog and promote George Barris' body of work all over the world. Today, IHL continues to represent the estate and legacy of yesteryear's legendary and most influential photos of Marilyn Monroe.

IMG
Stand: N20

Imperial War Museums (IWM)
www.iwm.org.uk
Stand: R38
Hannah Edwards
T: +44 (0) 20 7416 5314
E: hedwards@iwm.org.uk
Imperial War Museums is a family of five museums: IWM London, IWM North, IWM Duxford, Churchill War Rooms and HMS Belfast. IWM explores the causes of war and its impact on people's lives. Through the powerful stories and experiences, IWM challenges people to look at conflict from different perspectives.

IMPS
Stand: B50

Intelligent Brand Extension
Stand: P61

ITV Studios Global Entertainment
www.itvstudios.com/merchandise
Stand: C20
Anna Hutchinson
T: +44 (0) 207 157 3000
E: global.kids@itv.com
ITV Studios Global Entertainment owns the Supermarionation portfolio from Gerry Anderson, including Thunderbirds, Captain Scarlet and Stingray, as well as the children's action adventure properties Thunderbirds Are Go and Robozuna, and the new remake of family favourite Watership Down. In addition, ITVS GE acts as a full-service agency for third-party brands including Oddbods and Village People. ITVS GE has the expertise to build an evergreen global franchise as one of few licensors that can offer a strong broadcast platform in addition to content production, consumer product management, brand support and distribution.

Jazwares
Stand: D110

JCB Consumer Products
Stand: F50

JELC
www.jelc.co.uk
Stand: Q25
Jane Evans, managing director
T: +44 (0) 7802 218 798
E: jane@jelc.co.uk
JELC is an agency specializing in brand licensing with a wealth of experience spanning 30 years in the licensing industry. Representing the National Gallery, Silentnight, Crimestoppers, Help for Heroes and more, JELC was established by Jane Evans, former founder and managing director of The Beanstalk Group–Europe, one of world's largest licensing agencies and has extensive experience in developing and managing licensing programs for major brands such as The Coca-Cola Company, Harley-Davidson, The Andy Warhol Foundation, Hallmark and Jack Daniels.
JELC also owns Berussia, which operates in Russia and CIS and represents such diverse brands as Hallmark and Dakar Rally.

Juventus Football Club
www.juventus.com
Stand: L9
Roberta Massaccesi
E: licensing@juventus.com
Italy's greatest football team in 120 years, Juventus is the first club in football history to win all trophies. The club's underlying purpose is to provide supporters with the highest level of enjoyment possible by continuing a winning tradition that has been established during a glorious history.

Kazachok
www.kazachok.com
Stand: F110
Virginie Lopez
T: +33 6 99606903
E: vl@kazachok.com
Kazachok is a Paris-based agency that specializes in providing data, advice (consulting) and organizing events for the licensing market since 2001.

Keen Advisory
Stand: F74

King Features
www.kingfeatures.com
Stand: E65
Cathleen Titus,
T: +1 (212) 969-7537
E: ctitus@hearst.com
King Features Syndicate, a member of Hearst Entertainment and Syndication Group, is one of the world's premier distributors of comics, columns, puzzles and games to print and digital outlets worldwide. One of the largest and most experienced organizations in merchandise licensing and entertainment, King Features represents classic properties such as Popeye, Olive Oyl, Betty Boop, Hagar the Horrible, Flash Gordon, The Phantom, Mandrake the Magician and Prince Valiant.

King/Activision/Blizzard
www.activisionblizzard.com
Stand: E40
Joanne Lewis
T: +44 (0) 7539389412
E: joanne.lewis@king.com
Activision Blizzard changed the way people play games, building one of the largest portfolios of recognized brands and becoming one of the most valuable interactive entertainment companies globally. The company is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products for consoles, handheld platforms and PC.

Kitkase
www.kitkase.com
Stand: M35
Matthew Hogarth, director
T: 01619670752
E: mhogarth@kitkase.com
Kitkase design, manufacture and supply a range of personalized, high-quality travel cases and accessories. Kitkase work in partnership with leading brands from the worlds of sport and business to positively promote their identity.

KOCCA
Stand: E25

Kookhak Saemi
www.kookhak.co.kr
Stand: F115
Jinyi Jung
T: +82 (0) 2 442 4623
E: jcg2016@naver.com
Kookhak Saemi is a 40-year-old publishing company focused on academic research. The company is creating a new business field, VR e-book and character licensing. VR e-books is content that can experience Korean traditional culture and cultural sites directly through VR and PVR (panorama virtual reality) systems.

Kukuxumusu (Universal Paloseco)
www.kukuxumusu.com
Stand: B30
Reyes Massa, international licensing manager
T: +34 663885300
E: info@kukuxumusu.com
Kukuxumusu is a boutique lifestyle brand with more than 28 years of history in the consumer products market, with 35-plus current licensees and merchandise sold in 98 countries. Kukuxumusu's target demographic is youth, 16 and older, with a focus on young adults. Kukuxumusu uses intelligent humor to tell stories through more than 15,000 designs. The company is looking for extended licensing programs internationally.

Last Lemon
www.lastlemon.com
Stand: F80
Ralph Lazar
T: +1 (415) 226-8989
E: nospam@lastlemon.com
Last Lemon is the creative studio of Lisa Swerling and Ralph Lazar.

LCT Creative
http://lctcreative.com
Stand: H3
Michael Tabner
T : 07515385995
E : hello@lctcreative.com
LCT Creative specializes in creating pop culture-based, humorous and witty designs. Its unique and original creations cover topics from viral internet memes to quirky and playful puns, and can be seen on products ranging from apparel to greetings cards.

Le Tour de France, Dakar and Paris Saint-Germain
www.aso.fr
Stand: R16
Matthias Moulin
T: +33 141 331 476
E: mmoulin@aso.fr
ASO is a company that owns, designs and organizes top international sporting events that remain true to the values of sport. Its internal expertise covers the entire range of activities required to organize and market sporting competitions and guarantee their coverage. PSG is a French professional football club.

LEMA Publishing
Stand: G57

Lemon Ribbon
www.lemonribbon.com
Stand: H4
Edward Weale, business director
T: +44 (0) 20 8546 6607
E: info@lemonribbon.com
Lemon Ribbon is an inspirational youth brand sparkling with energy and orginality. Lemon Ribbon offers contemporary graphics, cute characters and design focused print concepts that are ideal for use within home, fashion, toys, publishing, gift and stationery. Little packages of imagination that children, parents and retailers love.

Leoni
Stand: E80

Level-5 Abby
Stand: D127

Licensing Link Europe
www.licensinglink.net
Stand: B36
Ian Wickham, director
T: 07540 122 077
E: ian@licensinglink.net
Licensing Link is a strategic brand extension and licensing agency, seamlessly connecting brands with current and new customers, to deliver depth and longevity. Licensing Link Europe aims to deliver on promises and show the respect deserved to its teams, clients, licensees, retail and promotional customers and to its strategic partners.

Licensing Management International
www.lmiuk.com
Stand: F85
Nicola Danson, general manager
T: +44 (0) 1425 403 430
E: enquiries@lmiuk.com
Established in 1982, Licensing Management International works in partnership with brand owners to develop and implement their licensing programs. Understanding a brand's strategic objectives, plus its business and social values is key to our work. Affiliate company Bradford License Europe handles the European licensing for HBO's acclaimed series Game of Thrones.

Licensing.Biz
Stand: A100

The Licensing Source Book Europe
Stand: G70

LIMA
Stand: R135
The International Licensing Industry Merchandisers' Association is the leading trade organization for the global licensing industry. LIMA's mission is to foster the growth and expansion of licensing around the world, raise the level of professionalism for licensing practitioners and create greater awareness of the benefits of licensing to the business community at large. Founded in 1985, LIMA maintains offices in the U.S. (headquarters), Australia, Brazil (ABRAL), China, Germany, Japan, Mexico and the U.K., with representatives in Canada, France, India, Italy, Korea, Russia and the Middle East.

Lionsgate Entertainment
www.lionsgate.com
Stand: F55
Sheila Clarke, senior vice president, consumer products
T: +1 (310) 255-3955
E: licensing@lionsgate.com
The first major new studio in decades, Lionsgate is a global content platform whose films, television series, digital products and linear and over-the-top platforms reach next generation audiences around the world. In addition to its filmed entertainment leadership, Lionsgate content drives a growing presence in interactive and location-based entertainment, gaming, virtual reality and other new entertainment technologies.

Lisle Licensing
www.lislelicensing.com
Stand: C45
Gayle Goldsmith and Francesca Lisle, director

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T: +44 (0) 1937 586 237
E: francesca@lislelicensing.com
Based in the U.K., Lisle Licensing represents digital, toy, character entertainment, sports and lifestyle brands. With more than 50 years of experience, extensive contacts and market knowledge, Lisle Licensing offers its licence partners a unique and experienced service with an internal capacity that manages all strategy development, product approvals, royalty reporting and contracts.

Live Nation Merchandise
Stand: B52

LoCoco Licensing
www.LococoLicensing.com
Stand: E3
Julie Lococo
T: +1 (770) 481-0720
E: julie@lococolicensing.com
Founded in 1994, LoCoco Licensing is a leading licensing and design agency in the art and design category. It's Keith Kimberlin brand and PD Moreno brand licensed products can be found in more than 75 countries on hundreds of products and representing nearly $600 million in retail sales. LoCoco Licensing's focus is creating artwork that is above the competition, whether it's targeted to the masses or a niche consumer. LoCoco believes in building strategic partnerships with its artists and clients.

Longboard
Stand: N32

Ludorum
Stand: F67

Luk Internacional and Genius Brands International
www.luk.es; www.gnusbrands.com
Stand: A65
Anais Simon
T: +34 932723059; +1 (310) 273-4222
E: licensing@luk.es
Luk Internacional and Genius Brands International present SpacePop, an animation brand that has the potential to captivate girls where the music and songs have a key roll. The new SpacePop license lands in Europe after great succes in the online sphere in the U.S.

Luv Galaxy Company
www.luvluvpig.com
Stand: A55
Tse Jana
T: +852 3564-8633
E: jana@luvluvpig.com
LuvLuvPig is a contemporary brand concept whose mission is to communicate and share its concept of luv, compassion, inspiration and the exploration of humanity using multiple media platforms including artistic paintings, novels and more to spread its message across the globe and flourish without boundaries.

m4e
www.m4e.de
Stand: B15
Peter Kleinschmidt, international licensing
T: +49 8102 99453 55
E: hofer@m4e.de
Studio 100 and m4e are international enterprises in the brand management and media industry. The core business of both companies lies in the production and distribution of high-class kids and family entertainment programs. In February, the Studio 100 Group acquired the majority interest in m4e.

Magic Light Pictures
Stand: C90

Mandarin Licensing
Stand: M15

Manu
www.lilledy.com
Stand: J2
Antonija Majstorovic
T: +385 1 3751252
E: hello@manucreative.com
Lil' Ledy is a character-based lifestyle brand encouraging women to be whatever they want to be, do whatever they want to do, make their own decisions and follow their own dreams and rules. You don't need to live up to anybody else's expectations but your own. Lil' Ledy isn't one defined character, she's a lifestyle icon and a trusted friend making you feel great about yourself. Defy laws of society and go your own way. It's all about taking on the right attitude, accepting yourself with all your strengths and little flaws–not perfect, just special.

Markosia Enterprises
www.markosia.com
Stand: H7
Harry Markos, publisher
T: 07957 141 360
E: harry@markosia.com
Markosia Enterprises is a publisher specializing in comic books, graphic novels, illustrated novels and more. Its aim is to work in all type of media, including movies, animation, merchandising, creative consultation and as a design studio to provide the services required in any form of publishing, design, animation and more.

Masha and the Bear
Stand: C70

Master Italia
Stand: N30

Mattel Brands Consumer Products
www.mattel.com
Stand: E10
www.mattel.com
T: 01628 500000
E: enquiries.maidenhead@mattel.com
Mattel is a creations company that inspires the wonder of childhood. Its mission is to be the recognized leader in play, learning and development worldwide. Mattel's portfolio of global consumer brands includes Barbie, Fisher-Price, Hot Wheels and Thomas & Friends, among many others. Mattel also creates a wealth of products made in collaboration with leading entertainment and technology companies. Driven by great content, toys and games, these much loved brands are being brought to life across multiple consumer product categories.

Maui and Sons
Stand: Q14

May the Thoughts Be with You
www.maythethoughtsbewithyou.com
Stand: J14
Charlotte Reed
T: 07837902591
E: hello@maythethoughtsbewithyou.com
May the Thoughts Be with You creates positive thoughts and illustrates them with funny cartoon characters. It has turned a collection of its thoughts and illustrations into a book, May the Thoughts Be with You.

Maya Studio
Stand: B30

Mediatoon Licensing
Stand: E4

Melnitsa Animation Studio
Stand: B54

Metrostar
www.metrostarmedia.co.uk
Stand: Q10
Claire Potter
T: +44 (0) 20 3784 2796
E: claire@metrostarmedia.co.uk
Metrostar is a licensing agency handling a small but focused collection of properties from publishing and entertainment. Clients include Elmer the Patchwork Elephant, Krispy Kreme and the illustrator Alice Tait. Metrostar is also a literary agency representing Chinelo Bally and Chetna Makan amongst others.

MGL Licensing
www.mglart.com
Stand: J1
Sophie Buss
T: +44 (0) 2083928004
E: studio@mglart.com
As one of the world's leading licensing agencies, MGL represents imagery for an array of merchandise including greeting cards, calendars, stationery, jigsaws, apparel and homewares. It has a portfolio of over 30,000 images, ranging from wildlife, landscapes, patterns and vintage. MGL also offer a customized service to create bespoke designs.

Milan Entertainment
Stand: Q12

Monday2Friday
www.monday2friday.net
Stand: M30
Blanca Diaz-Aguado
T: +34 617 01 70 51
E: admin@monday2friday.es
Monday2Friday is a licensing boutique agency specialized in art, design, lifestyle and social brands with offices in Barcelona, Madrid and London.

Mondo TV
Stand: D70

Monika Suska Illustrations
www.monikasuska.com
Stand: J5
Monika Suska
T: +48 575 239 428
E: mrscolonelle@gmai.com
Monika Suska is a professional illustrator with years of experience in children's publishing. Her collections of prints and patterns are full of cute but sassy characters, loved by kids and adults alike. Monika Suska Illustrations is open for new licensing partnership as well as bespoke projects.

Moomin
Stand: C60

MyMediabox
www.mymediabox.com
Stand: B66
Nicole Ducleroir
T: +44 1268 220844
E: nicole.d@mymediabox.com
MyMediaBox, a leader in providing online solutions for contract/royalty management, product approvals and digital asset management, is used daily by more than 120 licensors and 54,000-plus licensee end-users in more than 125 countries.

Natural History Museum
www.nhm.org
Stand: L35
Maxine Lister
T: +44 (0) 20 7942 5652
E: m.lister@nhm.ac.uk
The Natural History Museum is home to more than 80 million specimens. Over 300 scientists work at the museum, unraveling the mysteries of life and tackling global issues. With the largest collection of natural history images in the world, licensees are able to develop inspired products for children and adults.

NBA Properties
www.nba.com
Stand: M17
Matt Kramer, global merchandising group
T: 07867 300 864
E: mkramer@nba.com
mkramer@nba.com
The National Basketball Association is the major men's professional basketball league in North America, and is widely considered to be the premier men's professional basketball league in the world, with a rapidly increasing global fanbase.

NECA
Stand: B22

Nelvana International
www.nelvana.com
Stand: B56
Sarah Sakr
T: +33 (0) 1 42 71 08 28
E: sarah.sakr@corusent.com
Nelvana develops, produces and distributes animated content. Nelvana's library has well over 4,000 half-hour animated episodes including classic properties such as Babar and Franklin, broadcast in more than 190 countries. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of in-house and third party brands.

Nickelodeon & Viacom Consumer Products
www.nick.com
Stand: D10
Mathilde Luce
E: nickinternationaicp@nick.com
Nickelodeon & Viacom Consumer Products oversees all merchandising and retail operations for Viacom Inc., one of the world's leading multimedia entertainment companies and home to such powerhouse brands as Nickelodeon, MTV, Paramount Pictures and Comedy Central. With a diverse portfolio spanning animation, preschool, student and youth-oriented licenses, NVCP is committed to providing key partner development and innovative marketing solutions, ensuring the highest quality product offering across some of the world's most powerful TV and entertainment properties, including PAW Patrol, Shimmer & Shine, Blaze and the Monster Machines, SpongeBob SquarePants, Teenage Mutant Ninja Turtles, MTV and more.

Nintendo of America
www.nintendo.com
Stand: G78
Karyn Culbert
T: +1 (425) 861-2011
E: karycu01@noa.nintendo.com
Nintendo's merchandise program is guided by a deep respect for the enduring legacy that has been cultivated over the decades and the fans who have made it possible. Nintendo believes that consumers who have invited Nintendo into their daily lives by purchasing products deserve no less than the company's very best.

Nudinits
www.nudinits.com
Stand: H9
Sarah Simi
T: 07790 004434
E: sarahsimi@nudinits.com

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Nudinits is a multi-award-winning stop-motion animation that's hand-knitted, bare bottomed and stuffed with innuendo. The press says that "this knitted nudist village is the funniest, most British thing ever." Nudinits says it's a knitted carry on. Nudinits is made by award-winning production company Woolly Vision.

Nuttery Entertainment
Stand: A95

On Entertainment
www.onkidsandfamily.com/en
Stand: B25
Véronique Philibert-Philbois, marketing and licensing director
T: +33 1 80 48 04 79
E: v.philibert@onentertainment.fr
On Entertainment is a leading global entertainment company with a strong and diversified presence in television and motion picture production for kids and family, including CGI-animated feature films (The Little Prince) and television series (Miraculous Ladybug, Super 4) meant for audiences around the world.

OpSec Security
Stand: M18

Paramount Pictures
Stand: B72

The Partnership
Stand: N10

Pea & Promoplast
Stand: A50

Penguin Random House
www.penguinrandomhouse.co.uk
Stand: F45
Sarah Hulands
T: +44 (0) 20 7139 3448
E: shulands@penguinrandomhouse.co.uk
Stories have always been at the heart of Penguin Random House, and now it is telling these stories in new and exciting ways. Across licensing, consumer products, TV production and live events, it is finding brilliant new ways to expand the worlds of some of the world's favorite books.

PGS Entertainment
Stand: F66

Pink Key Consulting
www.pinkkey.co.uk
Stand: Q15
Richard Pink
T: 7976613646
E: nancy@pinkkey.co.uk
Pink Key Consulting is the European licensing agent for Kellogg's Vintage, Pringles, SLUSH PUPPie, Pan Am and the global licensing agent for Jane Asher. Pink Key will be at Brand Licensing Europe looking for licensees in all categories and in all European territories.

Planeta Junior
Stand: B15

The Point. 1888
www.thepoint1888.com
Stand: B80
Will Stewart, managing director
E: helloyou@thepoint1888.com
The Point.1888 is an award-winning brand extension consultancy specializing in strategic licensing, sourcing exclusive branded collections for retailers and delivering high profile co-branding strategies. The Point. 1888 builds long-term sustainable licensing partnerships, with a motto of trust, attitude, honesty and ambition. Eleven percent of its profits go to charity.

The Pokemon Company International
Stand: B35

Posh Original Art
http://poshoriginalart.co.uk
Stand: J18
Steven Woodward, business director
T: 07595246087
E: steven@poshoriginalart.co.uk
Posh Original Art is the representative and copyright owner of the War Poppy Collection by one of the leading remembrance artists, Jacqueline Hurley. The War Poppy Collection is a contemporary oeuvre of stunning and poignant expressionistic images that has touched the hearts and emotions of many across the world.

Pro Scarves
Stand: N48

Rachael Hale
www.rachaelhale.com
Stand: B62
David Todd,
T: +1 (649) 390 6363
E: david@disserobrands.com
The iconic Rachael Hale imagery has had tongues and tails wagging for more than 21 years. With enchanting images and merchandising opportunities that continue to grow in both range and popularity, it remains dedicated to inspire and delight its partners around the globe. Rachael Hale–the world's most lovable animals.

Rainbow
Stand: C10

Rocket Licensing
Stand: F5

ROI Visual
Stand: C100

Rovio Entertainment
Stand: B10

Rugby World Cup 2019
Stand: N22

Russian Entertainment Brands
Stand: C120

Saban Brands
Stand: E15

Sagoo
www.sagoo.fr
Stand: F58
Veronique Pichon
T: +33 1 40 54 96 42
E: veronique.pichon@sagoo.fr
Sagoo is an independent agency that represents licensing rights of tremendous brands and properties in France, Europe and worldwide. Sagoo showcases a high-profile portfolio of licenses, offering brands strong content, visibility and great opportunities of business development. A unique blend of passion, creativity and expertise for the benefit of premium Brand's licensing programs.

Sanrio
Stand: A20

Santoro Licensing
www.santoro-london.com
Stand: C2, D5
Jo Campbell, general manager
T: +44 (0) 20 8781 1104
E: jcampbell@santorographics.com
The renowned London design house Santoro is famed for its Gorjuss

phenomenon and distinctive art collections including Kori Kumi and new Poppi Loves. Gorjuss alone has more than 4,000 premium lifestyle and fashion products to its name, available from 55 select licensees across over 30,000 points of sale worldwide.

Sarah Hurley
www.sarahhurley.com
Stand: J7
Sarah Hurley
T: +44 20 85023568
E: info@sarahhurley.com
Sarah Hurley is a global creative lifestyle brand. Established in 2010, the brand comprises of beautiful and useful creative kits, gifts, stationery, children's products, clothing, homewares, keepsakes and licensed products, all sold worldwide.

Science Museum Group
Stand: L15

SEGA Europe
www.sega.co.uk
Stand: C35
Jason Goonery
T: +44 (0) 20 8996 4438
E: jason.goonery@sega.co.uk
SEGA Europe is one of the leading interactive entertainment companies in the world, with its European HQ based in London and five world-class development studios spanning the U.K., France and Canada. Known for quality and creativity above all else, its studios include Sports Interactive, Amplitude Studios, Creative Assembly, Hardlight and Relic Entertainment.

The Shape Kids
Stand: H8

Sharpe Company
Stand: C45
Charlie Day, president
E: charlie.day@sharpeco.com
The Sharpe Company is a boutique licensing agency that specializes in bringing the best in pop culture intellectual property to the U.S. and the rest of the world. It develops licensed properties by creating focused lifestyle brands that resonate through strategic partnerships, licensed merchandise and new media development.

Smiley
www.smiley.com
Stand: C40
Sandra Nistor, project manager
T: +44 207 378 8231
E: reception@smiley.com
Smiley is an unlimited brand that is evergreen and unique in that it's influenced musical generations, social movements, popular culture and the pursuits of happiness. With more than four decades on, Smiley has become more than an icon, brand or lifestyle: it's a spirit and a philosophy, reminding people how powerful a smile can be.

Sony Interactive Entertainment Europe
Stand: D20

Sony Pictures Consumer Products
Stand: E35

Spain Licensing Pavilion
www.icex.es
Stand: B30
Silvia Barraclough
T: +34 900 349 000
E: silvia.barraclough@icex.es
At the Spanish Licensing Pavilion, some of the most important Spanish licensing companies are represented, mainly from the animation sector. The following companies will be exhibiting within the Pavilion: Anima Kitchent, Brands & Rights 360, Edebe Licensing, El Ocho Licencias y Promociones, Guardian Products and Promotions, Kukuxumusu and Maya Studio.

Start Licensing Limited
Stand: F71

Striker Entertainment
Stand: F100

Studio 100
www.studio100media.com
Stand: B15
Peter Kleinschmidt, international marketing and licensing manager
T: +49 89 960855-0
E: info@studio100media.com
Studio 100 and m4e are international enterprises in the brand management and media industry. The core business of both companies lies in the production and distribution of high-class kids and family entertainment programs. In February, Studio 100 Group acquired the majority interest in m4e.

Studio Pets by Myrna
www.studiopets.com
Stand: C45
Myrna Huijing
E: info@bymyrna.com
Studio Pets By Myrna is the brain puppy of fashion photographer Myrna Huijing. Myrna's love for animals and photography is combined in fun, fashion-forward designer products. With hundreds of images to choose from, Studio Pets have inspired many successful merchandise collections around the world.

Studiocanal
www.studiocanal.com
Stand: D80
E: valerie.rolandez-barrios@studiocanal.com
Studiocanal, a 100 percent affiliate of Canal+ Group held by Vivendi, is one of Europe's leaders in production, rights acquisitions, distribution and international sales of feature films and TV series, operating directly in all three major European markets, France, the U.K. and Germany, as well as in Australia and New Zealand.

Teddy's Inc.
Stand: J8

Tempting Brands Netherlands
Stand: N15

Teo Jasmin
Stand: R10

TF1 Licences
www.tf1licences.com
Stand: N24
Alexia Chirache
T: +33 1 41 41 45 68
E: achirache@tf1.fr
For more than 25 years, TF1 Licences, an entity of TF1 Entertainment, has been a leading force in the licensing market. Specializing in brand development and promotion, it markets powerful brands, mainly in entertainment, and including well-known properties such as Barbapapa, The Voice, The Smurfs, Ushuaïa, All Blacks and Miraculous.

Those Licensing People
www.thoselicensingpeople.com

Stand: D115
Russell Dever, director
T: +44 (0) 7963 806 872
E: russell@thoselicensingpeople.com
Those Licensing People is a global agency representing intellectual property across a broad spectrum of rights. Uniquely, TLP influences the market through its ownership of the subscription entertainment on demand platform KidsCast.

Tinderbox
www.tboxagency.com
Stand: Q100
Dan Amos, associate vice president, brand development
T: +44 (0) 20 8396 0500
E: beanstalk.uk@beanstalk.com
Tinderbox, a division of global brand licensing agency, Beanstalk, is dedicated to working with digital brands to realize their potential in the world of consumer products. Tinderbox specializes in extending new media properties, from leading video game franchises, video platforms and creators to apps and social networks.

Toei Animation Europe
www.toei-animation.com
Stand: F35
Isabelle Favre, head of marketing and new business
T: +33 1 75 00 15 52
E: isabelle@toei-animation.com
Founded in 1956 in Tokyo, Toei Animation ranks amongst the world's most prolific animation production studios. Toei Animation Europe manages the distribution, marketing and licensing in the EMEA region. Among its most iconic properties are Dragon Ball, One Piece, Sailor Moon, Digimon, Saint Seiya, Space Pirate Captain Harlock and Captain Future.

Tokidoki
Stand: B60

Toncar
Stand: F32

Topps Europe
www.topps.com
Stand : F65
Louise Ramplin
T : +44 (0) 1908 800163
E : marketing@topps.co.uk
The Topps Company manufactures and markets a wide range of sports and entertainment collectible products based on a simple philosophy of entertaining children.

Traditional Japan
www.hfdesign.co.jp
Stand: L18
Nobutaka Nagai
T: +81 3 58590887
E: info@hfdesign.co.jp
Honmoku File focuses its business on promoting Japanese traditional crafts, especially in the textile field. It's business areas are coordination of brand activities and licensing, design planning including textile and art, manufacturing supply chain management and the wholesaling of textiles, clothing and personal accessories.

TT&F Licensing Company
http://outfit7.com/licensing
Stand: C94
Sandra Melihen
T: +386 123 505 04
E: melita.kolbezen@ttflicensing.com
TT&F Licensing Company is an exclusive global licensing partner of Outfit7, one of the fastest-growing family entertainment companies on the planet, best known for its global phenomenon Talking Tom. Their highly successful portfolio includes free mobile apps and games, CGI animated series and web shorts displayed on YouTube and TV.

Tulipop
www.tulipop.com
Stand: E103
Helga Árnadóttir, chief executive officer
T: 00354 5196999
E: tulipop@tulipop.com
Tulipop is a playful, design-led brand from Iceland. It offers a dreamy universe that is built around the magical island Tulipop and its inhabitants. The characters that live on Tulipop are quirky and colourful and appeal to all those who are young at heart.

Turner Broadcasting Systems
www.turnercnenterprises.com
Stand: D50
Johanne Broadfield
T: +44 (0) 2076931281
E: graham.saltmarsh@turner.com
Turner's Cartoon Network heads to BLE with a growing portfolio and significant momentum behind its franchises. Anchoring this year's line-up will be two original IPs that are now back in action, Ben 10 and The Powerpuff Girls. Cult hit Adventure Time will also star on the company's slate alongside multi award-winning The Amazing World of Gumball and prime-time rating show We Bare Bears. Cartoon Network will also be presenting opportunities for its first Boomerang Original The Happos Family and critically-acclaimed Adult Swim animated sci-fi comedy Rick and Morty.

Ty
Stand: E110

Ubisoft EMEA
www.ubisoft.com
Stand: E50
Claire Besson, EMEA licensing out manager
T: +33 148182410
E: francois.tallec@ubisoft.com
Ubisoft is a worldwide leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands including Assassin's Creed, For Honor, Tom Clancy's Ghost Recon, Tom Clancy's The Division, Rabbids, Rayman, Watch Dogs, Just Dance and more. As it moves into its fourth decade, Ubisoft is taking its brands to a new level in the entertainment industry, offering tremendous experiences through movies, TV series, amusement parks and virtual reality. Many consumer products opportunities are arising from these countless projects led by passionate and talented people.

Universal Brand Development
www.universalpictures.com
Stand: D60
Megan Johnson
T: +1 (818) 777-4382
E: megan.johnson@nbcuni.com
Universal Brand Development drives the properties, franchises, characters and stories through physical and digital products, content and consumer experiences. UBD's businesses include consumer products, games and digital platforms and live entertainment based on the portfolio of properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television.

V&A Enterprises
Stand: K10

Vicki Thomas Associates
Stand: J6

Vivendi
www.vivendi.com
Stand: D80
Polly Emery
T: +33 1 71 71 10 00
E: Jean-Louis.ERNEUX@vivendi.com
Vivendi is an integrated media, content and communications group, operating from talent discovery to content creation, production and distribution. Its business includes Universal Music Group (recorded music and music publishing, including Bravado for merchandising), Canal+ Group (pay TV) and its subsidiary Studiocanal (production and distribution of movies and TV series, including licensing for movies and TV series), Havas Group (global communications group), The Copyrights Group (international licensing and brand development), Gameloft (mobile gaming), Dailymotion (video content aggregation and distribution platform), Vivendi Village (offers multiple collaboration opportunities across its business including, IP, live scouting and talent, digital and ticketing).

VIZ Media Europe
www.vizeurope.com
Stand: B90
Morgan Villalon, events and marketing coordinator
T: +33 (0) 1 80 96 02 86
E: morgan.villalon@vizeurope.com
Headquartered in Paris, VIZ Media Europe specializes in managing the development, marketing and distribution throughout Europe, the Middle East and Africa, of Japanese animated entertainment and graphic novels (manga). Owned by three of Japan's largest creators, publishers and licensors of manga and animation, Shueisha, Shogakukan and Shogakukan-Shueisha Productions, VME handles the comprehensive distribution, licensing and promotion of some of the most popular Japanese manga and animation properties for consumers of all ages. Current VME animated properties include Blue Exorcist, Bleach, Death Note, Doraemon, My Hero Academia, One Punch Man, Tenkai Knights and Yo-Kai Watch.

Vooz
www.vooz.co.kr
Stand: E90
Yeongjun Park
T: 8225685036
E: jun@vooz.co.kr
Vooz is a character design and marketing company in South Korea. Vooz created Pucca, which is well-know around the world. Vooz has spent 20 years in the character business and marketing. It is working in Korea as a master agent. It is a distribution network with the marketing ability to help to promote your IP in the Korean market.

Walker Books
Stand: G20

Warner Bros. Consumer Products EMEA
www.warnerbros.com
Stand: D30
Nicola Styles
T: +44 (0) 20 79846000
E: nicola.styles@warnerbros.com

White Space Entertainment
Stand: C140

WithIt World
Stand: B40

Women In Toys, Licensing and Entertainment
www.womenintoys.com
Stand: B64
Amy Good
T: +1 (888) 859-3343
E: amy@womenintoys.com
WIT is the leading global networking organization for professional women working in the toy, licensing and entertainment industries. We provide a collaborative, supportive forum and unparalleled opportunities that foster relationship building and growth, designed to help women advance their careers and succeed both professionally and personally.

WWE
www.wwe.com
Stand: E45
Carl Lawrence, U.K. director
T: +44 (0) 207 349 1755
E: carl.lawrence@wwecorp.com
WWE, a publicly traded company, is an integrated media organization and recognized leader in global entertainment. WWE is committed to family-friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 35 languages.

Xilam
www.xilam.com
Stand: B110
Marie-Laure Marchand, senior vice president, global consumer products and media distribution, Asia Pacific, U.S. and U.K.
T: +33 (0) 1 40 18 72 51
E: mlm@xilam.com
Xilam is one of Europe's leading animation companies, producing and distributing original children's and family entertainment content in both 2D and CGI formats across TV, film and digital media platforms.

Ypsilon Licensing
www.ypsilonlicensing.com
Stand: G65
Roberto Mitrani, chief executive officer and co-founder
T: +34 933 624 559
E: info@ypsilonlicensing.com
Ypsilon Licensing manages licensing and publishing rights of animated brands in Spain, Portugal and Italy in coordination with the right holders developing a comprehensive long term business plan which also includes online promotion, magazines and retail events.

Zag Heroes
Stand: B25

Zodiak Kids
Stand: F40

Zolan Licensing Agency
www.zolanagency.com
Stand: G60
Jennifer Zolan, president
T: +1 (203) 300-3290
E: jennifer@zolan.com
Zolan Licensing Agency is a full-service boutique agency representing award-winning art and designer brands, entertainment, illustrators, jewelry designers and photographers from around the world including the legendary Zolan kids brand, which is celebrating 40 years in 2017. Corporate co-branding opportunities are available with the Zolan brand. An agency of poetry and artistry, its clients are a team complete with imagination and originality with unique and creative ideas inspired by their international cultures. An important mission of the agency is to nurture a positive business with a social responsibility that also supports children's causes through social licensing worldwide.

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- License Global is the only **official** publication of Licensing Expo, Brand Licensing Europe, Licensing Expo Japan, Licensing Expo China and the NYC Summit.
- Reach targeted influencers in both print and digital products – October magazine, BLE Show Dailies, Daily e-News and special reports.
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Contact License Global for details on how you can take part in the October BLE issue:

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Sharon Weisman
sharon.weisman@ubm.com | +1 917 727 1155

THE LICENSING ACADEMY

Positioned at the back of the Grand Hall in the Character & Entertainment zone, the Licensing Academy is a free seminar program that is designed to offer insights on trends affecting the licensing industry across Europe.

TUESDAY, OCTOBER 10

Introduction to Licensing

10–10:30 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

The U.K. Video Games Industry: What Do You Really Know About This Market and Are There Opportunities You Should Be Exploring?

11–11:45 am

Speaker: Dorian Bloch, business group director, GfK

GfK Entertainment's 20 years of retail analytics covers video games, consoles and the world of gaming accessories. This session will discuss what are the brands that work and how many of them are home-grown and ask what kind of role does licensing play in the world of gaming accessories.

Keynote – Gaming: Dispelling the Myths

12–1 p.m.

Panelists: Mark Howsen, commercial development director, Sony Interactive Entertainment Europe; Yann Le Bouedec, commercial director, Paladone Products; Seth Barton, editor, *MCV*; Stuart Dinsey, boardmember, UKIE, and chairman, Curve Digital; and Ashley Maidy, vice president and head of global licensing and partnerships, Activision

Chairperson: Steven Ekstract, group publisher, *License Global*

Despite being one of the most creative, exciting, forward-looking and lucrative entertainment markets in the world worth just shy of $100 billion, video game licensing remains largely untapped. This year's prestigious keynote will take the form of a panel representing all corners of gaming licensing and will aim to dispel the many myths of gaming and licensing:

- Who are the real consumers in a world where we are all gamers?
- What are the metrics used to determine popularity and reach?
- How can these properties be adapted to generate compelling merchandise?
- Why should licensees and retailers work with gaming properties?
- How will the rise of eSports add an extra dimension to this world?

WEDNESDAY, OCTOBER 11

Introduction to Licensing

10–10:30 a.m.

Speaker: Kelvyn Gardner, managing director,LIMA U.K.

NPD's Overview of the European Licensed Toy Market in 2017

11–11:45 a.m.

Speaker: Frederique Tutt, global industry analyst, toys, The NPD Group

Forty-eight percent of European toy consumers bought at least one licensed toy last year. This seminar will explore:

- How big is the market?
- Is it growing?
- Where are the growth opportunities?
- How is it changing in the era of social media and hyperchoice?
- What are the market's perspectives?
- A special focus on kids' licensing beyond toys in the U.K. (Which categories are biggest? What do parents buy versus grandparents?)

Keynote – Licensing: The Next Generation

12–12:45 p.m.

Panelists: Eric Karp, head of licensing, BuzzFeed; Dan Amos, head of new media, Tinderbox; John Erlandson, co-chief business officer and executive vice president, business development, Authentic Brands Group; and Naz Cuevas, co-founder, 212 Degree Strategy Consultancy

Chairperson: Steven Ekstract, group publisher, License Global

The future of licensing is already upon us, and if you're not already changing your approach, you're going to get left behind. Join a forward-thinking panel of experts from across the industry who'll give their insights into next gen platforms, content, retail and merchandising, commerce and technologies.

Opportunities in the European Grocery Retail Market

1–1:45 p.m.

Speaker: Milos Ryba, head of discount, IGD

Playing with Brands: A Look at the Design Process Behind Licensed Toys and Games

2–2:45 p.m.

Panelists: Billy Langsworthy, founder, Mojo Nation; Simon Skelton, director, Big Ideas Product Development; Luc Hudson, creative director, Triclops Studio; Chris Birch, publisher and founder, Modiphius Entertainment; and Richard Heayes, founder, Heayes Design

Whether it's board games that adapt an IP and reflect its style, narrative and tone via gameplay, or toys that embrace the latest tech to bring much loved characters to life in innovative ways, the world of licensed toys and games has never been as exciting as it is right now. The Playing with Brands panel will see designers lift the lid on how they go about creating licensed toys and games, dissecting the creative constraints and potential pitfalls involved in bringing characters and IP to life in this way, as well as looking at how the toy industry's relationship with licensing has evolved over the years.

THURSDAY, OCTOBER 12

Licensing in Europe: The Background, the Present and the Potential Future, Including the Potential Implications of Brexit

10–10:30 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

Following the successful webinar held in June, join Kelvyn Gardner and guests for their take on the current state of play in EU Licensing.

Brand Licensing: The Seven Deadly Sins

10:45–11:15 a.m.

Speaker: John Burns, partner, Gateley

What Role Does Subscription VOD Currently Play in our Television Viewing Habits?

11:30 a.m.–12 p.m.

Speaker: Samantha Tuck, associate director, GfK

GfK has uniquely been tracking title level consumption of content on SVOD platforms since March 2015. In this session, GfK will explore the consumption of content across Netflix, Amazon Prime and NOW TV and demonstrate how this study helps broadcasters, producers and distributors understand the true value of their content, alongside the original content released by the platforms themselves.

Assembling a Pan-European Licensing Program

12:15–1 p.m.

Speaker: Teri Niadna, managing director, Brandgenuity Europe

This session will explore best practices and key considerations for building a pan-European licensing program. With 32 different countries, 16 currencies and many languages and cultures, working across Europe can make your program more scalable and easier to manage, but there can also be disadvantages in local expertise and relationships that must be managed. Learn about the benefits working across the region, as well as techniques that will help you bring your program to market with maximum efficiency and impact.

License This! Finale

1:15–2 p.m.

The License This! competition offers new, creative concepts the chance to break into the global licensing industry. It is open to any new artwork, brand or character that has no merchandising deals in place or pending. Short listed concepts will present to a panel of judges and the winner will be announced.

THE BLE LIVE STAGE AND SEMINAR THEATRE

The BLE Live Stage and Seminar Theatre will offer a range of presentations, interviews, demonstrations and panel discussions which bring the world of brand licensing to life. The program is free to attend and positioned at the back of the Brands & Lifestyle zone.

TUESDAY, OCTOBER 10

Absurdly Delicious: How the World's No. 1 Liqueur Brand Uncovered New Ways to Savor the Baileys Moment Through Licensing

11:30 a.m.–12:15 p.m.

Panelists: Louise French, associate vice president, business development and marketing, Beanstalk, with more to be confirmed

Creating a Culture of Innovation

12:30–1:15 p.m.

Speakers: Angela Farrugia, executive vice president/group managing director, CAA-GBG, and Lisa Shapiro, senior vice president, retail development EMEA, CAA-GBG

Without innovation, there can be no fresh ideas, people or products. This session will look at how to support a culture of innovation and inspiration to avoid stagnation. Creating a culture that delivers extraordinary results and keeps this amazing industry full of vitality and prepped for continued growth. Great work comes from inspired people, and this session will aim to inspire the industry to keep innovating.

Chocks Away! Making Toys Fly with IWM

1:30–2:15 p.m.

Panelists: David Fenton, head of retail and admissions, Imperial War Museum; Anne Buky, licensing consultant, Imperial War Museum; Nicola Woods, product and marketing assistant, Smart Fox (Koch Media); and Steve Kitney, Smart Fox (Koch Media)

Join Imperial War Museum and licensee Smart Fox as they discuss how heritage brands can add excitement, authenticity and educational value to toys and games. With insights into product development, research and trends, we see how museum archives are re-invented to create toys and games with a difference. Featuring product case studies and examples of archive material, this seminar is a must-see for anyone interested in the heritage licensing and toys and games markets.

Lifestyle and Fashion Marketing: Five Key Trends

2:30–3:15 p.m.

Speakers: Paolo Lucci, founder and editor, Brand Jam, and Gavin Brown, researcher and contributor, Brand Jam

If you're a licensor looking to grow your property's reach, or a retailer looking for new ways to engage customers with contemporary, relevant ranges, you won't want to miss this. Since 2011, Brand Jam has been keeping pace with the trends driving lifestyle and fashion business and licensing's role within it. From established to emerging themes, they will present the most innovative, directional and remarkable case studies and insights from 2017.

Juventus: From a Football Team to a Global Brand

3:30–4 p.m.

Speaker: Luca Montesion, licensing executive, Juventus

WEDNESDAY, OCTOBER 11

In Conversation with Lauren Sizeland

11:30 a.m.–12:15 p.m.

Speaker: Lauren Sizeland, director, business development and licensing, V&A

Lauren Sizeland will offer her unique perspective of licensing in the heritage and NFP sector, as well as insight into the V&A's successful brand licensing program.

The Versatility of a Brand Licensing Program

12:30–1:30 p.m.

Panelists: Susan Bolsover, head of licensing and consumer products, Penguin Random House; Christine Cool, licensing manager, Perfetti Van Melle; Gabrielle Sims, head of licensing, Fat Face; and Nicolas Loufrani, chief executive officer, The Smiley Company

Chairperson: Richard Pink, managing director, Pink Key Consulting

This Q&A panel will explore concepts and products from brand licensing programs that are innovative and particularly creative. Initiatives that at the time of their release were surprising and not necessarily what the industry or the consumer was expecting. After introductions and examples from the panelists there will be a chance to quiz them on the creative process and where their ideas came from with questions from the audience.

Licensing Our National Heritage

2–2:45 p.m.

Speakers: Jane Evans, managing director, JELC, and Judith Mather, director, buying and brand licensing, The National Gallery

I Like Birds: A Fledgling Brand's Tale One Year on from License This!

3-3:45 p.m.

Speakers: Stuart Cox, co-founder, I Like Birds, and Jane Evans, managing director, JELC

Hear from co-founder Stuart Cox describe first-hand I Like Birds' journey from illustrations lost in a drawer to accidental greeting card publisher and License This! finalist that recently launched a multi-pronged licensing program in January. You'll hear what it's like to be a fledgling brand owner, the role of the agent and the strategies behind the company's licensing program.

THURSDAY, OCTOBER 12

How Licensable is Your Brand?

11:30 a.m.–12:15 p.m.

Speaker: Adam Bass, managing director, Golden Goose

Thirty years of brand equity? Eighty percent and brand awareness? How do you decide if you should build a licensing program?

*More panels and seminars are to be announced.

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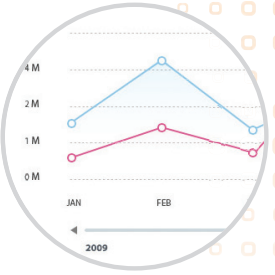

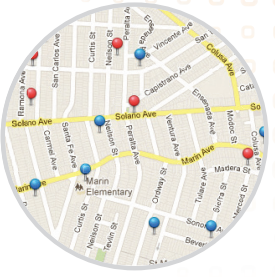

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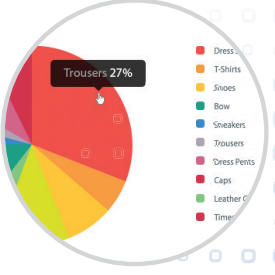

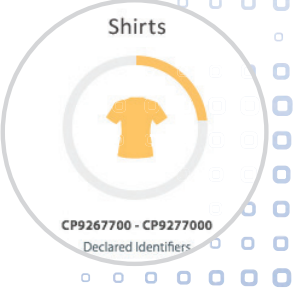

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